



## Stephen Lewis

hello@iamstephenlewis.co.uk

07833 733362

## HTML Email Designer

Creative • Motivated • Skilled

### Skills

- Responsive Email Design & Build
- Logo, Brand Identity & Stationery Design
- Motion Graphic Design
- Search Engine Optimisation

HTML, CSS, Dreamweaver, Litmus, Adobe Fireworks, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google SketchUp. Experience with Adobe Flash, Wordpress, JQuery, Adobe Premier, Adobe After Effects.

### Experience

#### **OLIVER Agency | Freelance Email Designer & Developer**

2015 – 2016

Design, developing and testing successful email campaigns for various brands.

#### **The AA | Freelance Email Designer & Developer**

2010 – 2015

Designing and developing various email campaigns; including website-form generated newsletters and responsive emails, which have been essential tools for the marketing teams in generating new business. Liaising with marketing managers and copywriters, ensuring what is produced is innovative and successful campaign material. Recognising the shift in viewer habits and realising the importance of the mobile market, I led the responsive email template project with consumer accessibility and customer experience in mind at every step. Displaying project management skills, self motivation, and a high level of organisation and skill, I ensure that all requirements are met and that what is delivered fits the brief perfectly.

#### **Freelance Designer**

2008 – 2010

Ongoing maintenance of EML Ltd website and HTML email promotions. Branding design and website design, build and maintenance for various companies and clients.

#### **EML Ltd | Senior Graphic Designer**

2005 – 2009

Senior Graphic Designer within EML's corporate studio. Responsible for designing and project managing EML's fourth annual product catalogue as well as providing in-house design services. Also for the overhaul of EML's corporate image and the design, build and maintenance of EML's website.

- Storyboarding initial concepts and presenting to the board
- Managing art direction and ensuring the final product fits the brief
- Managing communications within the studio, between departments and with third parties such as printers and photographers
- Understanding and adhering to sensitive brand and corporate guidelines
- Effective use of time management ensuring project deadlines are met

#### **Additional responsibilities include:**

Designing and producing all print based materials – campaign press adverts, product fact sheets, exhibition graphics, promotional flyers. Creating and producing HTML email campaigns. Maintenance of EML's website. Upkeep of stock for printing materials.

### Education

#### **Southampton Solent University**

Bachelor's Degree, Digital Communication and Media/Multimedia  
2002 – 2005

#### **Swindon College School Of Art And Design**

Higher National Diploma (HND), Graphic Design  
1999 – 2001