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W InherentDesignBySelaLewis.com

Education

Howard University / Bachelor of Fine Arts

Graduated Cum Laude

Skills

Brand strategy, digital strategy, UI/UX strategy, usability testing, user research, service design, design strategy, workshop facilitation, photography, videography, Mural, Photoshop, Illustrator, InDesign, After Effects, Wordpress, Figma, Sketch, HTML, CSS, art direction.

Experience

Steampunk / Senior Service Designer

MARCH 2021 - MAY 2022

Used service blueprinting, workshop facilitation, primary and secondary research, lifted experience design to a bird's eye view. Centered people, put stakeholders' needs and shared strategies into a larger perspective to ensure coherence of the project or program. Synthesized findings to actionable solutions.

Fannie Mae / Design Strategist/Service Designer

JAN 2020 - DECEMBER 2020

Facilitated workshops and service blueprinting using design thinking methods with key stakeholders and partners. Designed research studies, conducted primary and secondary research (competitive analysis), and collaborated on synthesis of findings. Designed presentations and UI/UX support.

Surgo Foundation / Consulting Creative Strategist

JULY 2019 - JANUARY 2020

Providing creative consulting, brand strategy, digital strategy, data visualization, and web/mobile design wireframes.

Global Service Jam DC / Participant

APRIL 2019

Participated in a weekend-long service design challenge. Gathered research and ideated based on those findings.

AI and the News Open Challenge / Creative Director and Finalist

NOVEMBER 2018 - MARCH 2019

Finalist in a five-person team that applied for the AI in the News Open Challenge. As 1 of 66 finalists chosen from 520 applications, our project aims to reimagine the news. We wanted to gauge the emotional effect that reading the news has on people, using data science, user experience, animation, interactivity, sound design, and motion design.

UX Week 2018 / Speaker and Co-Presenter UX Week 2018

AUGUST 2018

Co-led the service design workshop, "Slow Design To Solve Big Problems." We researched, outlined,

test-ran, presented, and facilitated a workshop where we took attendees on a public bus trip to observe how service design can improve the existing infrastructure of the public bus system.

SYPand / Nonprofit Design Consultant

APRIL 2018 - JUNE 2018

Worked remotely from DC, with occasional visits to the New York office of SYPartners. Provided pro-bono nonprofit business consulting with SYPand, a community of strategic and creative optimists pooling their unique skills to make a greater impact in business and society.

Revision Path / Senior Design Writer

FEBRUARY 2018 - SEPTEMBER 2018

Contributing design writer for the website of the award-winning podcast *Revision Path*, hosted by Maurice Cherry.

The Education Trust / Senior Designer

AUGUST 2011 - JANUARY 2017

Led, managed, and directed across different disciplines across including the UI/UX visual identity, digital design, motion graphics, and experience design and strategy for a national education advocacy organization. Attended planning meetings, made presentations to staff/clients to decide the strategic and creative direction of a project. Interpreted staff/client's vision and make it a tangible and deliverable product. Managed budgets to ensure both quality and efficiency, and established schedules on short-term and long-term projects.

Barrington Associates, Inc / Design Director

AUGUST 2009 - DECEMBER 2011

Created annual reports and print collateral materials for research and educational foundation.

Banana Republic / Sales Associate

DECEMBER 2005 - SEPTEMBER 2011

Developed empathy and engaged customers at an authentic level to make more confident buying choices in the often angst-inducing experience of in-store retail. Located at 13 & F Sts, NW in downtown Washington, D.C., I was part of a dynamic team that often ranked #1 as a top sales location for the retailer.

University of Maryland - The Graduate School / Digital Director

OCTOBER 2009 - AUGUST 2010

Worked with art director to translate UI wireframes to CSS and HTML . Responsible for CMS implementation and on-site CMS training.

McKenna Long & Aldridge LLP / Junior Designer

MAY 2007 - APRIL 2008

Helped establish marketing material including ads, brochures, web banners, and booklets in-house for Washington, D.C. law firm.

CBRE / Designer

AUGUST 2006 - MARCH 2007

Created layouts for property marketing boards, ads, booklets, web pages, and new property brands for large commercial real estate firm.