

# Jessie M Lewis

 Visual thinker  Coffee drinker  Dog enthusiast

## CONTACT

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## PROFESSIONAL PROFILE

I have a passion for creating thoughtful brand experiences and a lasting visual identity. Employing data-informed thinking and a focus on inclusive and responsive design, problems are solved using tools and technology, creating solutions that provide a lasting digital impression.

Portfolio at [jessiemlewis.com](http://jessiemlewis.com).

## WORK EXPERIENCE

November 2021 – present

### Australian Institute of Architects – Digital Communications Coordinator

#### Duties and responsibilities

- Lead the design process for all new initiatives requiring a visual identity across the organisation
- Create visual concepts and suggested layouts for web pages and campaign sites within established templates and Institute brand guidelines
- Use web analytics and other research to provide insights that inform the development of current and future digital projects
- Design adverts for publishing in architecture magazines, eg [Architecture Australia](#)
- Collaborate/manage/brief in/provide feedback to external designers for various projects
- Design assets for campaigns (web, social media, print)
- Maintain brand guidelines and ensure that all new work developed is on brand

#### Notable Projects

- **Project Lead:** [depict.architecture.com.au/](http://depict.architecture.com.au/)  
Implement the commissioned design into WordPress and populate with content, work with a developer to improve the responsiveness of the website
- **Web designer:** [architectsassist.com.au/](http://architectsassist.com.au/)  
Redesign WordPress site to include a blog, updated branding and user friendly interface. Work with a developer to implement the new design.
- **Branding designer:** [architecture.com.au/conference](http://architecture.com.au/conference)  
Develop new branding for the Australian Architecture Conference to be used across social media, merchandise, digital and print assets. Create a new branded template to be applied to the current Institute website for hosting information for the conference.
- **Web designer:** [unsettlingqueenstown.org](http://unsettlingqueenstown.org)  
Collaborate with the Creative Directors of the 18th Architecture Venice Biennale to design a website to host their exhibition content. Work with a developer to implement the design.

July 2020 – November 2021

### Housing Hub – Marketing Coordinator

#### Duties and responsibilities

- Develop and lead the process for the management all eDMs; [housing seekers](#) and [housing providers](#)). This includes a calendar with publish dates, due dates for content and responsibility for content development assigned
- Develop eDM brand, content and images to reflect that of [housinghub.org.au](http://housinghub.org.au)
- Manage performance, complete reporting, test and improve performance where needed
- Manage all branded assets, template library and image library for the team
- Develop branded assets as required for reports or events, content for social media and branded merchandise
- Develop all content for [housinghub.org.au](http://housinghub.org.au), manage expectations about possibilities and timeframes for team projects and new content
- Publish and update all content on [housinghub.org.au](http://housinghub.org.au) via the CMS
- Complete monthly reporting on eDM performance and act to improve performance where required
- Coordinate with the senior leadership team and actively contribute content to produce internal comms on a fortnightly basis
- Manage budgets for collateral required across teams

## SKILLS

Visual Design  
Web Design  
User Research  
Prototyping  
Designing for accessibility (WCAG guidelines)  
Data informed design thinking

## TOOLS

Figma  
Figjam/Miro  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
WordPress/Elementor  
Facebook Ads Manager  
MailChimp  
Google Analytics  
Google Drive  
Microsoft Office



March 2019 – July 2020

**Housing Hub – Digital Operations Coordinator**

Duties and responsibilities

- Support the Digital Product Manager and the build of the [housinghub.org.au](http://housinghub.org.au) version three, provide feedback on prototypes and user flows and work with the digital agency to keep the website build moving forward.
- Provide a brand guide for the current version of the website and work with the digital agency partner to develop a refreshed version of the brand.
- Support the Digital Product Manager with the migrating and publishing content to the new CMS.
- Develop and update as required, surveys that link to the CRM and [housinghub.org.au](http://housinghub.org.au), maintain data received and produce insight reports
- Manage the [enquiries@housinghub.org.au](mailto:enquiries@housinghub.org.au) inbox, responding to enquiries from the website, user issues and approve new sign-ups.
- Coordinate with the senior leadership team to provide content and produce internal comms on a fortnightly basis
- Develop the collateral required across the team, keep up to date and develop new collateral as required
- Compose eDMs as requested.
- Manage budgets for promotional materials and events.

May 2018 – April 2019

**Foundation of Young Australians – Executive Assistant to the Deputy CEO**

November 2017 – May 2018

**Moore's Legal – Executive Assistant to the Managing Director**

January 2017 – November 2017

**Science Museum, London – Executive Assistant to the Digital Director and Director Marketing Director**

**EDUCATION**

2022 – 2023 (10 months)

**Post Graduate Certificate – UX/UI Design, DesignLab**

Completed three UX projects:

- Lead and demonstrate all phases of design process
- Course Material: research planning and execution, sketches, information hierarchy, wireframes, design mockups, prototyping, branding, personas, usability testing, design systems, accessibility standards.

**Four Paws • End to end mobile application**

- Conducted user interviews and competitive analysis to understand the needs of puppy owners and what is currently available in the market
- Developed personas and task flows for Four Paws users
- Developed a visually attractive branding and logo design for the application
- Developed Figma wireframes, mid, and high fidelity mockups of application solutions based on task flows
- Conducted user testing via a Figma prototype and iterate on design solution

**Spotify • Adding a feature**

- Conducted user interviews and competitive analysis to understand current platform capabilities and user needs
- Study and extend existing design system across new feature UI elements
- Demonstrate how this new feature will fit into currently application information architecture
- Developed wireframes and prototype for user testing

**Planet Green • Responsive web design (dashboard)**

- Conducted user interviews and competitive analysis to understand the fitness application industry
- Developed a cohesive and flexible brand and logo design
- Developed a feature enhancement to keep users engaged in apN

2021 (8 weeks)

**UX Academy Foundations, Design Lab**

An in-depth study into user interface design and an introduction to user experience design.

2015 (1 year)

**Honours in Fine Arts, Monash University**

2010 – 2014 (4 years)

**Bachelor of Arts and Visual Arts, Monash University**

*Referees available on request.*

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**TOOLS**

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Figjam/Miro  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
WordPress/Elementor  
Facebook Ads Manager  
MailChimp  
Google Analytics  
Google Drive  
Microsoft Office