



Lee Lewis

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Hi I'm Lee; a London-based Art Director and Designer with expertise in brand identity and strategy.

I'm also a dad, husband, barber, 3D and animation hobbyist and lover of 90's Hip Hop. I enjoy reading, digital rabbit holes, a good footwear bargain and spending time with family and friends. I have an interest in current affairs, photography, technology, film and like to travel.

I have over 15 years' experience in the graphic design and communications sector both in-house and agency side. Exposure to the B2C and B2B sectors has honed my design and conceptual skills to create engaging content.

I believe in leading with insight and new perspectives to achieve design solutions and brand growth. Working across a diversity of sectors including Technology, Media, Property, Fashion, Events and Music. Clients include Adidas, Nespresso, Leica, Warner Music UK, Mixed Immersion and Knight Frank.

Awards

2021 Global Digital Excellence Awards

Winner // Best Integrated Campaign

Winner // Best ROI Campaign

2021 Global Agency Awards

Winner // Best Global Campaign

Winner // Campaign Effectiveness

2020 Global Marketing Awards

Winner // Global B2B Campaign

Winner // Global Digital Campaign

2020 Drum Digital Advertising Awards

Highly Commended // Best B2B Digital Campaign

Experience

Current Role

The Think Tank

Art Director

April 2019 – Present

As Art Director I play an intrinsic role in the ideation of concepts, experiences and assets while being hands-on in creative development, art direction and execution of content across all channels. Collaborating with the creative team and copywriters. Understanding marketing initiatives, strategic positioning and target audiences. Organising photo shoots, video shoots, mentoring and motivating our six designers and freelance designers by providing clear project direction and delegating responsibilities.

The Think Tank

Creative Lead

Apr 2016 – Apr 2019

Creative Graphic Designer

Aug 2014 – Apr 2016

Freelance

Designer and Art Director

Working for various leading agencies such as Kamarama, Ogilvy One, SixandCo, Clarity, Blosh and Tag Worldwide
Oct 2010 – Present

Genesis

Mid Weight Graphic Designer

Mar 2008 – Jul 2012

MKH Advertising

Graphic Designer

Dec 2006 – Mar 2008

Previous Agencies & Roles

One Week To Live // Graphic Designer

Dec 2005 – Dec 2006

Undercover Magazine // Graphic Designer

Nov 2003 – Dec 2005

Phlatline // Junior Graphic Designer

Oct 2002 – Sept 2003

Mentoring

Having led teams of up to ten creatives, I realised a love of learning from and sharing my knowledge, experience and insights with other designers through mentoring - both inside and outside of the workplace. Working with and helping others realise their dreams and ambitions in this competitive industry is incredibly important to me and is truly one of the most rewarding aspects of my career.

Software



Key Skills

- Integrated Design
- Exceptional creativity and innovation
- Excellent time management and organisational skills
- Accuracy and attention to detail
- An understanding of the latest trends and their role within a commercial environment
- Professional approach to time, costs and deadlines

Education

Southampton Solent University

BA (Hons) Graphic Design & Marketing

Sept 1999 – 2002

London College of Printing

B-TEC National Diploma

Graphic Design & Typography

Sept 1998 – 1999

Cardinal Wiseman Sixth Form

A Levels Graphic Design, Art & Geography

Sept 1996 – 1998

References

Available on request