



LEE WEST

GRAPHIC & MULTIMEDIA SPECIALIST

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About Me



Creative thinking, direction, design and multimedia are my passions. I enjoy developing a disruptive product that evokes emotional reactions to company's products and brands in ways that may not have yet been explored. Image transcends traditional language to a universal understanding.



- 10 years of professional experience as a graphic designer
- Ability to lead teams and projects to success
- Experience with video editing and motion graphics
- Ability to direct complex projects from concept to culmination
- Strong leadership skills developed through AMA
- Organized, highly motivated, and a swift learner
- Ability to work with other designers and developers seamlessly
- High attention to detail
- Experienced with photography & video
- Goal oriented

Education

Associates Degree of Applied Science in Multimedia
ITT Technical Institute - May 2008



A few examples of photography I have shot

Skill Levels

Ps	Adobe Photoshop	●●●●●●●●●●
Ai	Adobe Illustrator	●●●●●●●●
Id	Adobe Indesign	●●●●●●●●
Dw	Adobe Dreamweaver	●●●●●
Lr	Adobe Lightroom	●●●●●●
Ae	Adobe After Effects	●●●●●●●
Pr	Adobe Premiere Pro	●●●●●●
	Autodesk 3ds Max	●●●●

References

These can be supplied upon request.

Work History

StraxArt™/StraxTechnologies

Visual Identity Director / Creative Director

StraxArt is dedicated to the democratization of art. During my time here, it is my privilege to not only help maintain the vision and standards of the brand for the company, but also for any artists we sign, to include Jerry Garcia, Eartha Kitt, Marty Noble, "I Have the Right To", Tears of Hope and Bob Blanchard of Catcher of Light. This also resulted in making sure the brands stay well represented through social media outlets by maintaining and administrating the social media pages. I also performed the tasks of UI design for the website, mobile app that was under development and the B2B app that was being developed to help deploy art dynamically to business locations, as well as shooting and producing video interview content to be used in social outlets. I was also in charge of developing the informational videos of each art piece and constructing augmented reality campaigns to be viewed on mobile devices.



March 2016 / Present

Shentel

Graphic Designer

Shentel is a cable, internet, and phone provider located in Edinburg, VA. With over 100 years in business, Shentel has been servicing the more rural areas of Virginia and West Virginia with a true heart for providing top notch services to people who couldn't otherwise receive it from larger companies. My time spent here has afforded me the opportunity to not only develop graphics and marketing collateral for all of the different outlets we provide, but the opportunity to develop commercials, branding, packaging, and photography for new products, photography for our library, and videos for internal training purposes. I have also developed in- store displays and installed them at various store locations throughout Shentel's footprint.



December 2014 / Present

Siber Systems, Inc.

Graphic Designer

Siber Systems is a software development company that has developed two widely used programs that are sold and used world wide; RoboForm Password Manager which encrypts and manages your log in information, and GoodSync which is a syncing software. It was my responsibility to develop all marketing collateral for their products that included affiliate banners, web page designs, social media posts, print layouts and designs. I also set brand standards for Roboform and maintained the entire graphic library.



March 2013 / December 2014



January 2009 / March 2013

West Rom Media, Inc.

President & Graphic Designer

West Rom Media was a design firm located in Winchester, Va. This company was not only my first experience after graduating college, but was owned by an associate and myself. I spent 6 years with West Rom Media, where I managed client relationships, designed logos, web graphics and sites, and designed for print.