

K.S. LEWIS

Portfolio

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Marketing campaign



Booklet 8.5" x 5.5"



Name badge



Interactive PDF announcement embedded with links 8.5" x 11"



Printed Poster 11" x 17"

Project: Marketing campaign design for an event put on by WOWs, the Women of Wall Street, a Professional Group at Deutsche Bank. I did all the layout design for each piece including a multi page booklet, interactive PDF announcement, poster and event name tags. The design had to follow the bank's strict branding and style guidelines. I edited the chosen artwork so that the layout of the birds could accommodate the text for the various marketing pieces. Created with Photoshop, Illustrator, and InDesign.

Invitations, Postcards, Banners



Postcard advertising Bank services



Invite for Deutsche Bank Investment Banking holiday party



Deutsche Bank Closing dinner invite celebrating a \$37B deal



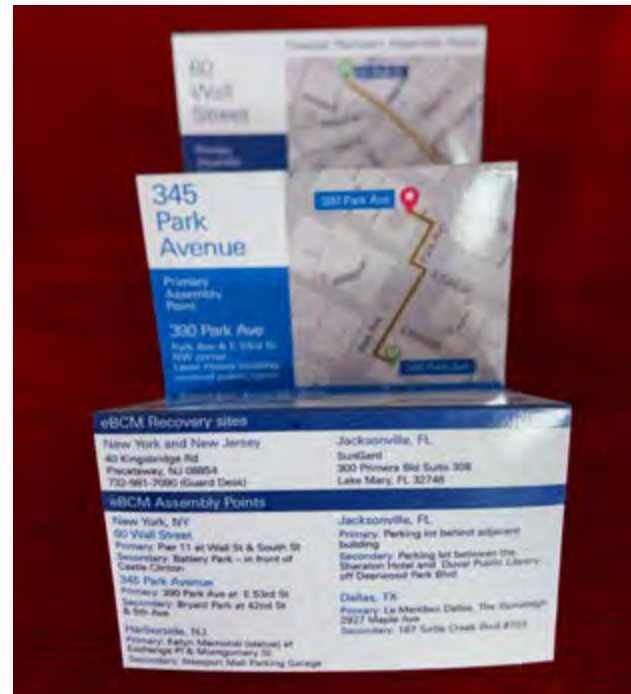
Web site ad for marketing campaign for a Deutsche Bank clothing drive



Two concepts for Stand up banners for marketing campaign for event called Individual Contributor to Influencer

Project: Digital and printed collateral pieces that I created for various departments within Deutsche Bank. Image creation, compositing and editing done with Photoshop, Illustrator, and InDesign.

Emergency card



Project: Pocket sized emergency contact card

Business continuity in the face of emergencies is very important for a global investment bank. I created this while working in DBCreative at Deutsche Bank. This project was for the Risk Business Management Team at Deutsche Bank and distributed to all New York employees. There was a lot content that the team wanted to include and they wanted it to be something people could carry in their wallet, so I designed a double sided 3.5" x 2.5" accordion fold out card. It was created according to the Bank's strict branding guidelines. I was responsible for all aspects of card design, including creation of cover art, 4 maps with assembly points and street routes, text layout for front and back of the card.



Artwork was created using Adobe Photoshop and Illustrator, layout was done in InDesign, printing and lamination coordinated with an outside print vendor.

Presentation Cover Design



Roadshow Presentation



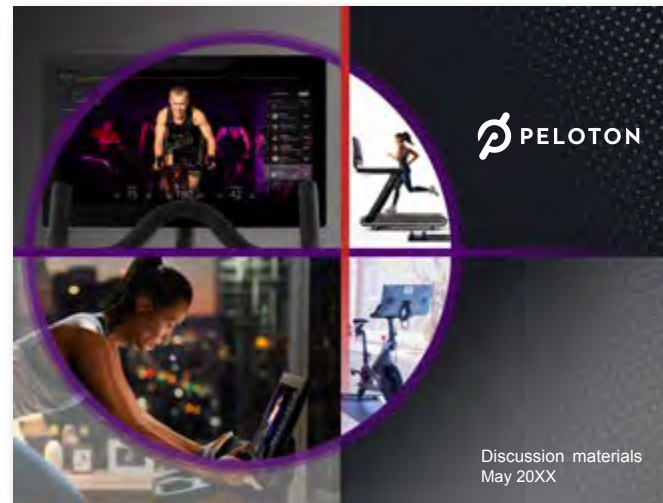
Management Presentation



Pitchbook



Roadshow Presentation



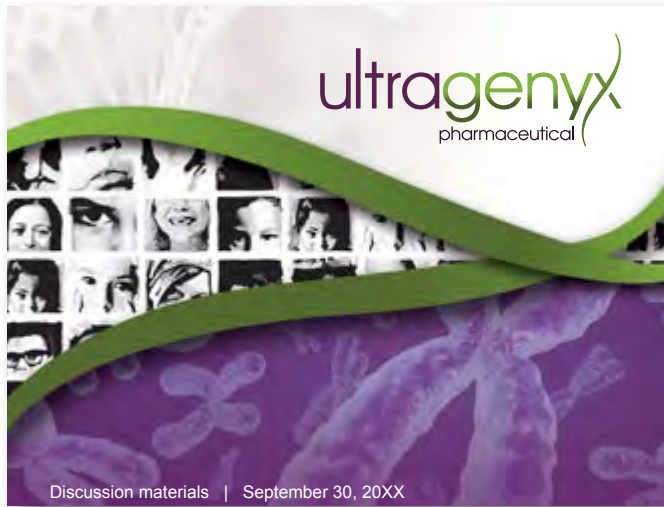
Roadshow Presentation



Management Presentation

Project: Various cover designs for Roadshows, Presentations, and Pitchbooks for Deutsche Bank. I conceptualized how to present these companies on the covers and executed the original designs utilizing Photoshop, Illustrator, and InDesign. All the covers are made of multiple layers of composited photographs and graphics from the respective companies or stock photography. Many of the photos required photo editing so that they would work in the compositions. I also created new illustrations for the Skype cover matching the feel of the Skype branding.

Presentation Cover Design



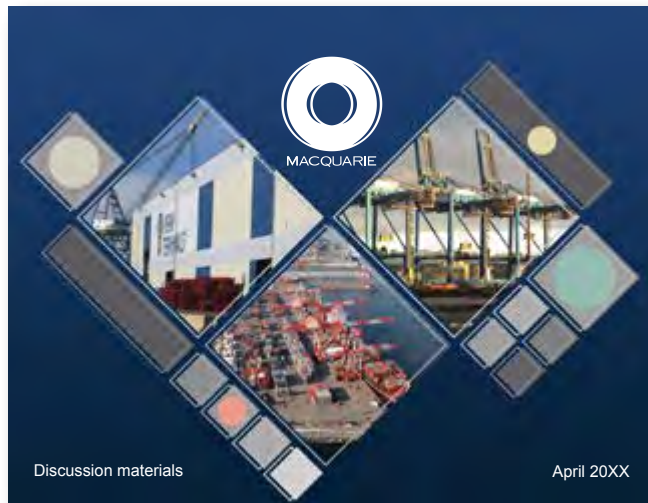
Roadshow Presentation



Management Presentation



Pitchbook



Management Presentation



Pitchbook



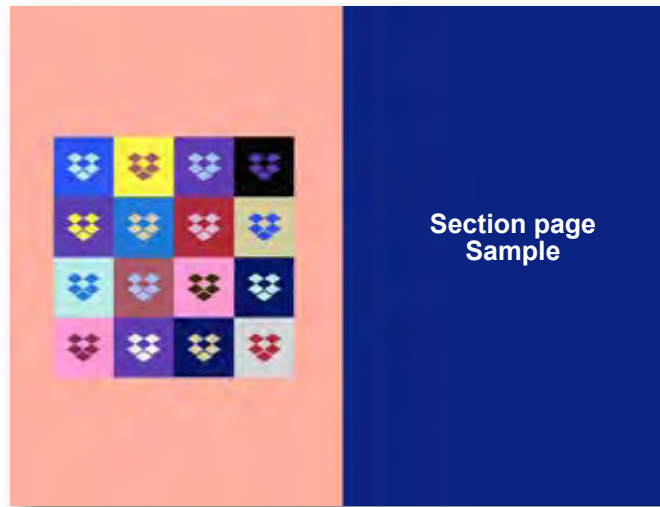
Management Presentation

Project: Various cover designs for Roadshows, Presentations, and Pitchbooks created for Deutsche Bank. I conceptualized how to present these companies and executed the composited designs utilizing Photoshop, Illustrator, and InDesign. All the covers are made of multiple layers of photographs and graphics from the respective companies combined with graphic elements I created and stock photography. Many of the photos required photo editing so that they would work in the compositions.

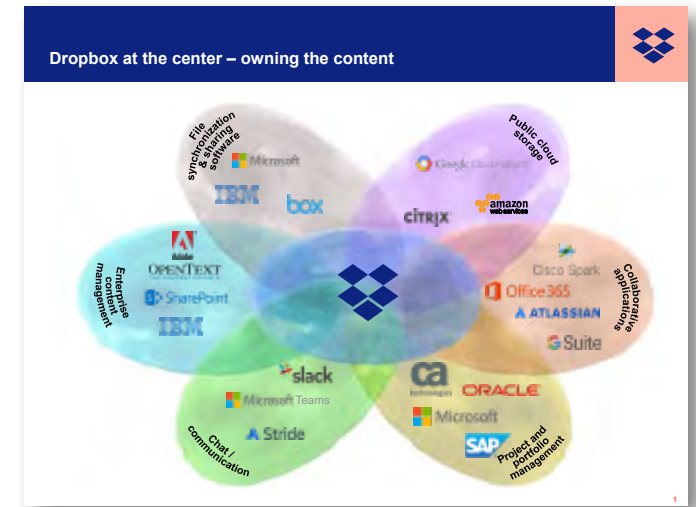
Roadshow Design



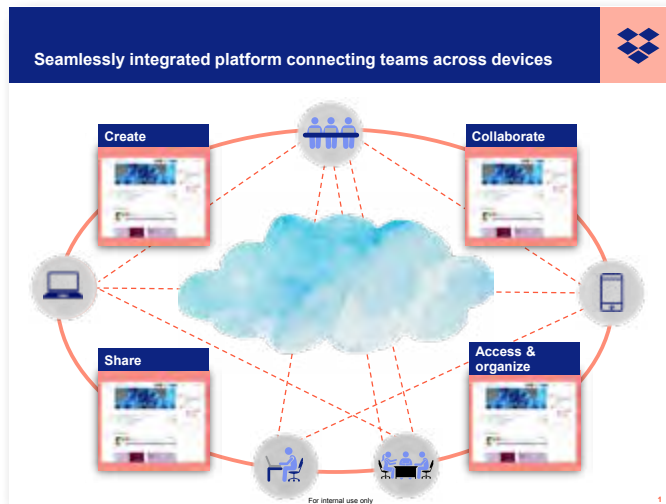
Title Slide



Divider Slide



Content slide



Content Slide



Content Slide

Project: Roadshow presentation design for Deutsche Bank's client, Dropbox. The Technology team wanted custom graphics that used an artful, painterly style for the presentation, similar to the style of graphics that Dropbox at that time was using on its' website. I designed this PowerPoint template which included the color palette, fonts, graphic styles, and charts. I also designed slides for the presentation as well. The content slides here show a few examples of pages that I created in this style. I used Photoshop, Illustrator, PowerPoint and Excel for this project.

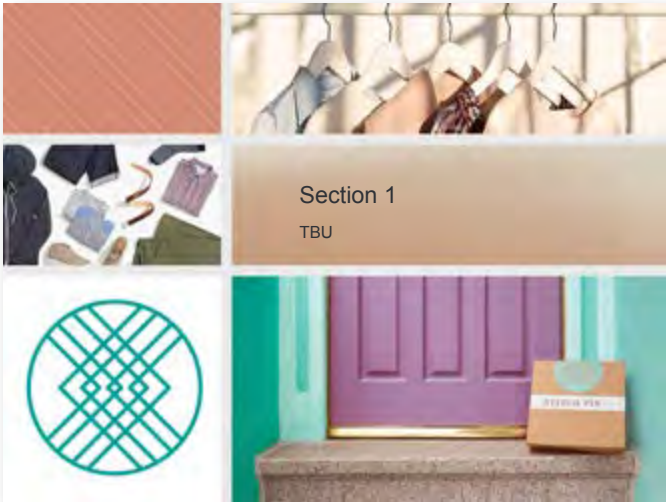
Pitchbook Design



Cover Envelope for Presentation



Cover Page



Divider Page



Contents Page



Sample Page



Sample Page

Project: Stitch fix pitchbook presentation design for Deutsche Bank. Designed cover, divider, agenda, theme and interior pages for Pitchbook using PowerPoint, Photoshop, Illustrator, InDesign and Excel. Since the company offers a subscription service that delivers clothing, I designed a cover envelope for the presentation to emulate the box that Stitch Fix products arrive in. The “What to do next” page design also emulated a document that the company used in their packagingz.

Template design



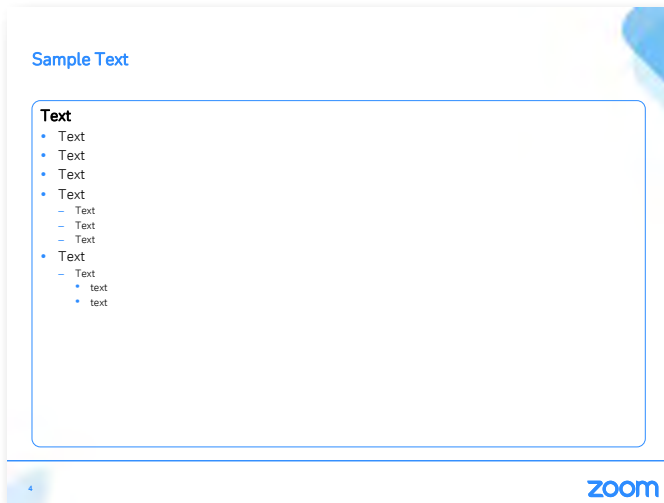
Title Slide



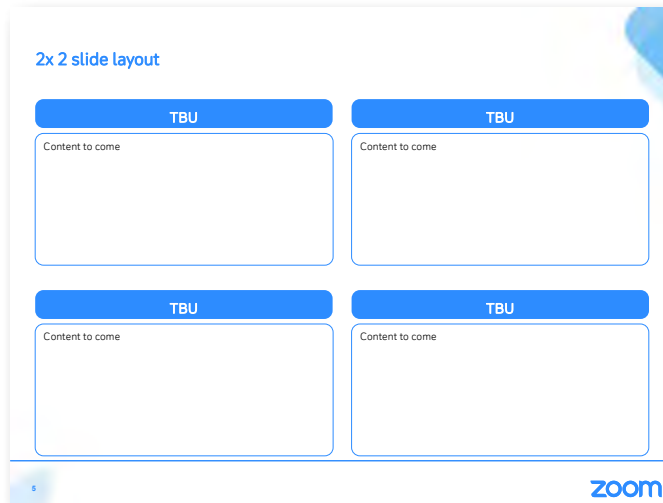
Section Divider



Agenda Slide



Sample Slide



Sample Slide



Color palette

Project: Pitchbook presentation design for Deutsche Bank's client, utilizing Photoshop, Illustrator, InDesign, PowerPoint and Excel. All photography is from the company or stock photography. Created theme including color palette, fonts, graphic styles, and charts.

Roadshow design



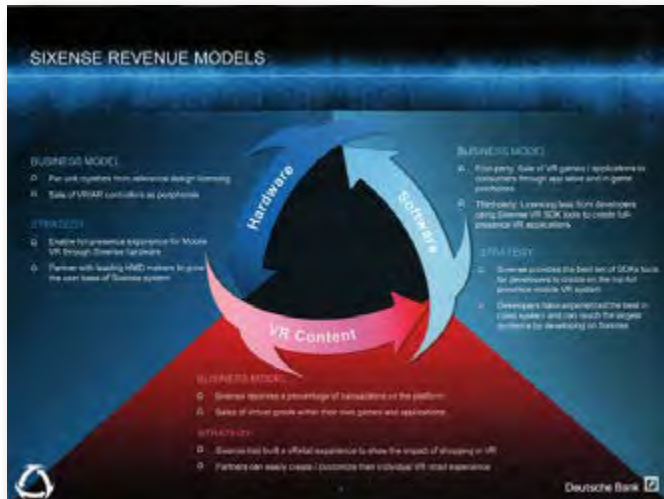
Title Slide



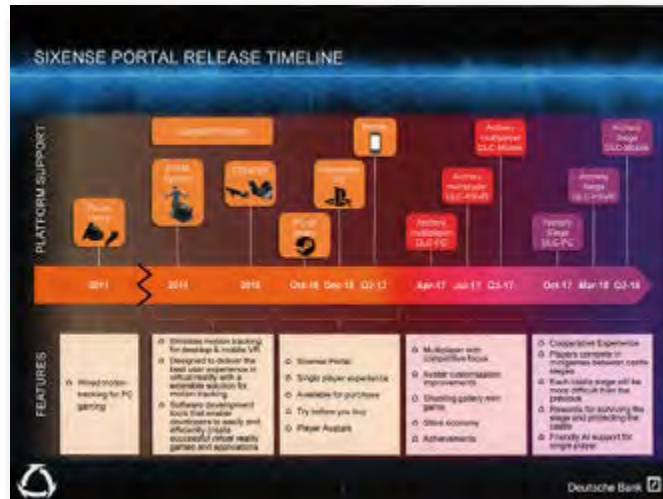
Divider Slide



Content Slide



Content Slide



Content Slide



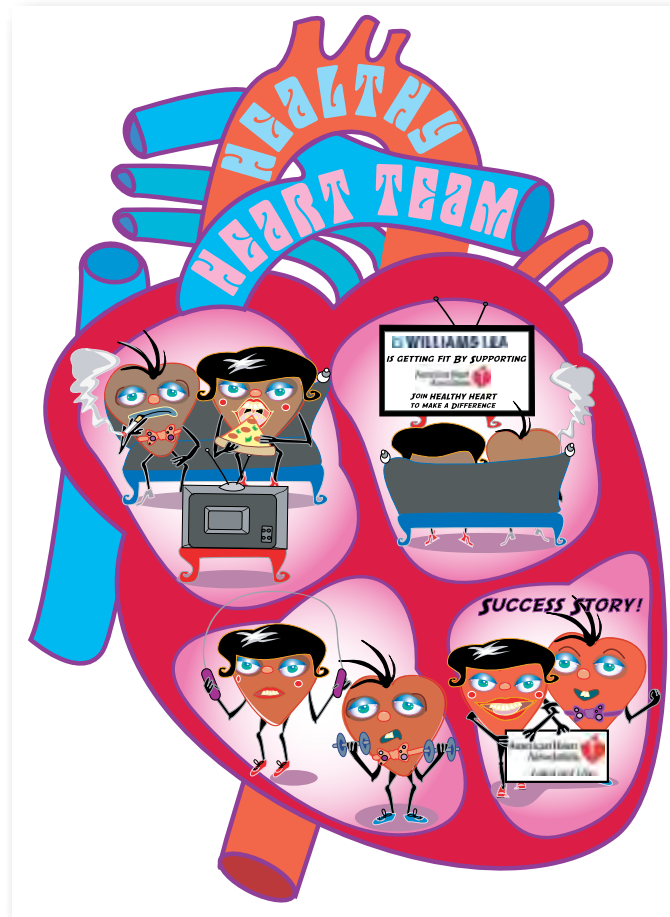
Content Slide

Project: Roadshow presentation design for Deutsche Bank's client, Sixense, a VR company. Clients wanted the presentation to have a futuristic feel. I utilized Photoshop, Illustrator, InDesign, PowerPoint and Excel to create title, divider, information graphics pages and theme including color palette, fonts, graphic styles, and charts. I edited many company images or stock photography that required resizing, reformatting, color correction and background removal.

Illustration



32"x 24" Poster created for Williams Lea Corporate offices, based on the company's four pillars of success. My design was chosen as the winner in a competition of designs submitted from multiple designers at various company client sites.



Poster and T-shirt design created for the American Heart Association's Healthy Heart Walk. Williams Lea employees were participating in the walk and I was asked to create a design showing hearts going from an unhealthy lifestyle to a healthy one through exercise and participation in the walk. Artwork created using Adobe Illustrator.



Holiday cards created for San Francisco Presentations Group at Deutsche Bank. These cards were given out to the group's clients at the bank. Artwork created using Adobe Photoshop, Illustrator, and InDesign.

Illustration



Project: Original animal greeting card illustrations. This collection was inspired by a set of painted wooden animal candle holders that my Mom would top birthday cakes with. Original illustrations of characters and designs were created in both Adobe Illustrator and Photoshop.