

K.S. LEWIS

Portfolio

510.435.0461
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Marketing campaign

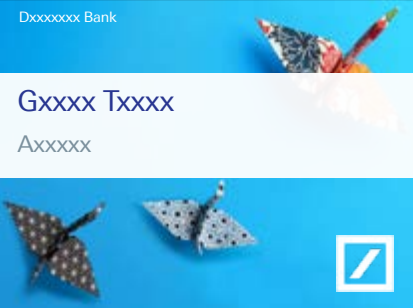
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Printed Poster 11" x 17"



Emailed Interactive PDF announcement embedded with links



Name badge



Booklet 8.5" x 5.5"

Project: BYOB Build Your Own Brand marketing campaign

Marketing campaign collateral design for 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 that was given out at the event, interactive PDF announcement, poster and event name tags. The design had to follow the bank's strict branding and style guidelines. I edited the original artwork so that the layout of the birds could accommodate the text for the various marketing pieces. Created with Photoshop, Illustrator, and InDesign.

Digital Invitation

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Project: Digital Closing Dinner Invitation

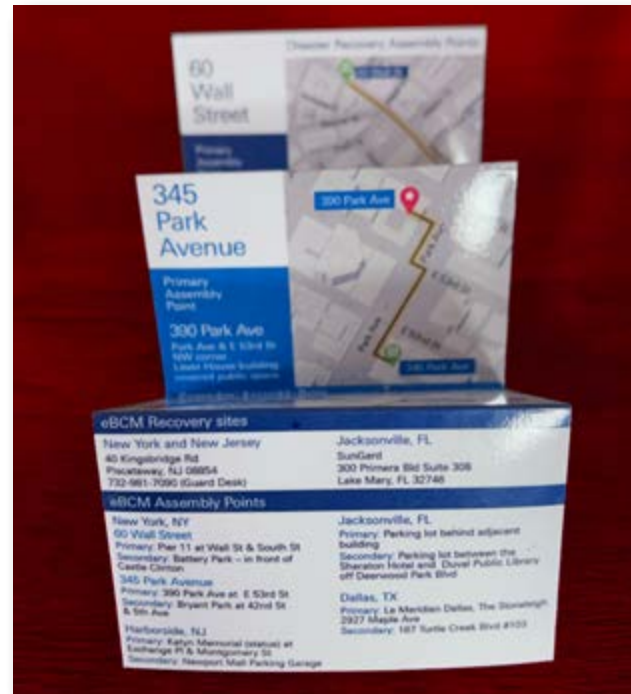
I created this digital invite for a celebratory dinner for one of Deutsche Bank's high profile clients. It was celebrating their client's \$37B acquisition of another company which was the largest chip industry deal at the time.

This invite was one of three concepts I proposed and definitely the most humorous. Often these types of dinner invitations would simply be an interior shot of the restaurant where the event was being hosted. But after working extremely hard on closing this deal the Investment Banking team appreciated adding a bit of levity to the occasion.

In general the bank's branding style guides were quite strict and all imagery used had to be photo-realistic. While it would have been something to set up a photo shoot with an actual buffalo, our tight design deadlines and surprisingly small design budgets never allowed for such things. I created the image by compositing elements in Photoshop while doing the final layout in Indesign.

Corporate Internal Collateral

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Project: Deutsche Bank 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 DB Creative at Deutsche Bank. This project was for the Risk Business Management Team and distributed to all New York employees. There was a lot of 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. I was responsible for all aspects of the card design, including creation of the cover art, 4 maps with assembly points and street routes, and the text layout for the 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.

12 Panel Brochure

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Project: Deutsche Bank Life Sciences Brochure

12 panel fold out brochure created for the Deutsche Bank's Life science industry conference.

For this print project I created the cover layout, edited the cover image and created charts, graphs, tables, infographics and tombstones. I coordinated production with the printer and proofed the print job to insure accuracy before production.

Artwork was created using Adobe Photoshop. Charts and tombstones created in excel. Logos reproduced as vector graphics using Illustrator. Layout was done in InDesign.

Presentation Cover Design

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Roadshow Presentation



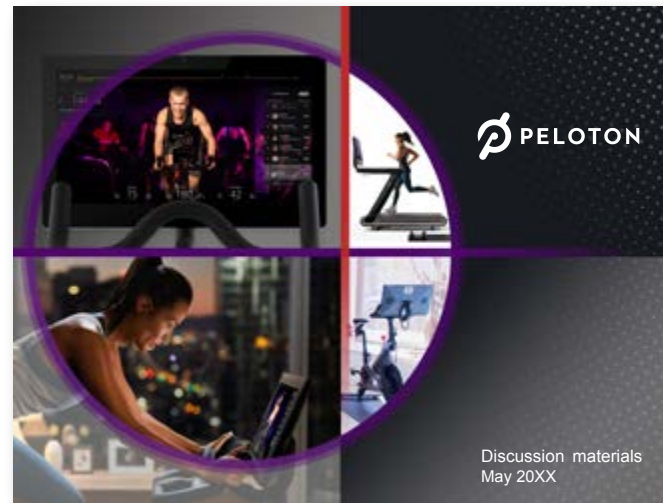
Management Presentation



Pitchbook



Roadshow Presentation



Roadshow Presentation



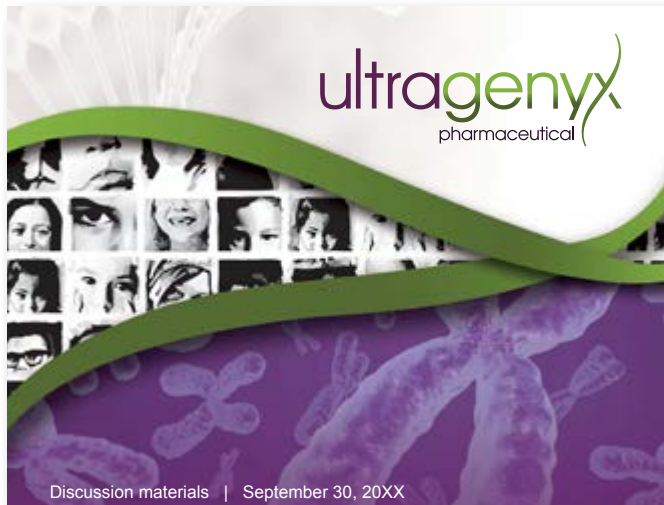
Management Presentation

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

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Roadshow Presentation



Management Presentation



Pitchbook



Management Presentation



Pitchbook



Management Presentation

Project: Various cover designs for Roadshows, Presentations, and Pitchbooks created for Deutsche Bank clients

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.

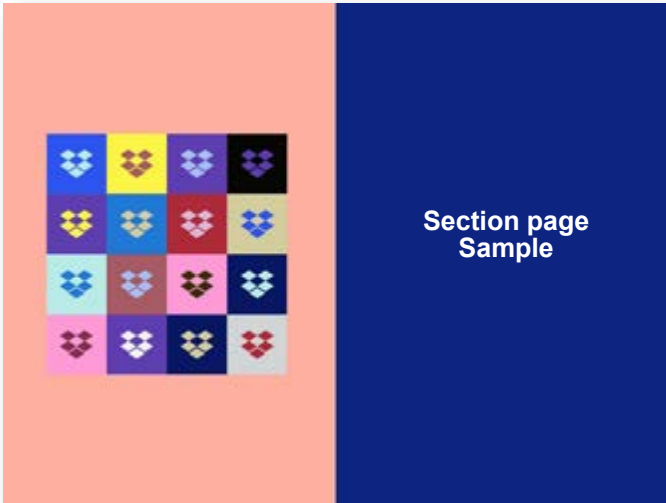
Roadshow Design

Project: Roadshow presentation design for Deutsche Bank's client Dropbox

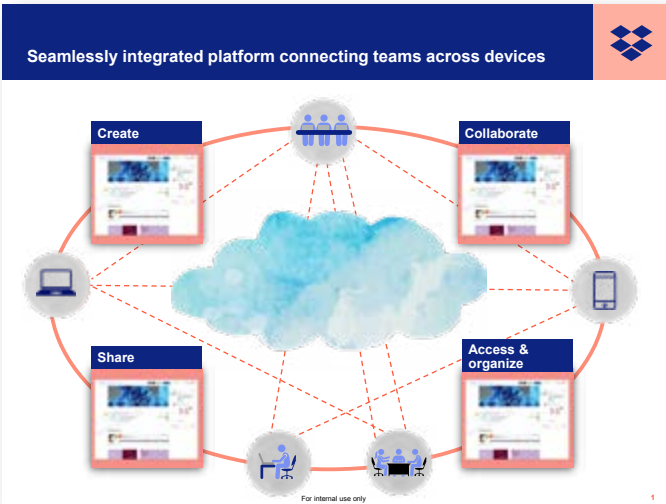
For this presentation the Technology team at the bank wanted custom graphics that used an artful style, similar to the design style of graphics that Dropbox was using on its' website at that time. I designed this PowerPoint template which included the cover design, color palette, fonts, graphic styles, and charts. The content slides here show a few examples of pages that I created in this style. I used Photoshop, Illustrator, PowerPoint and Excel to complete the project.



Title Slide



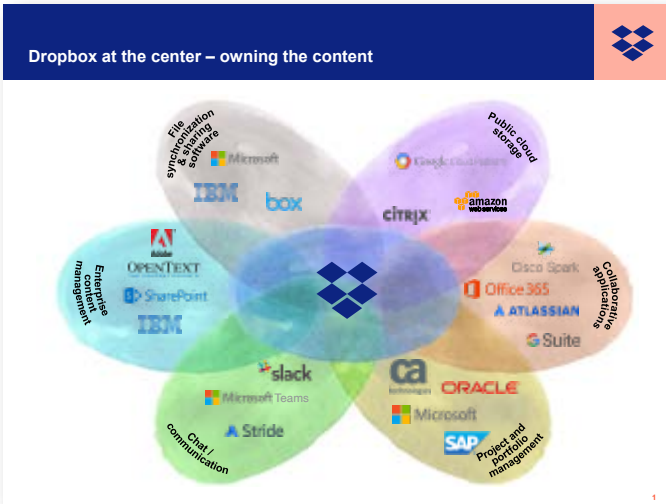
Divider Slide



Content Slide



Content Slide



Content slide

Pitchbook Design

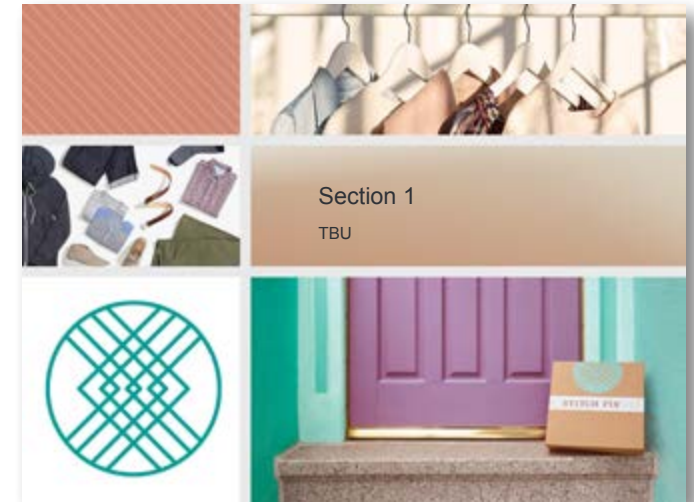
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Cover Envelope for Presentation



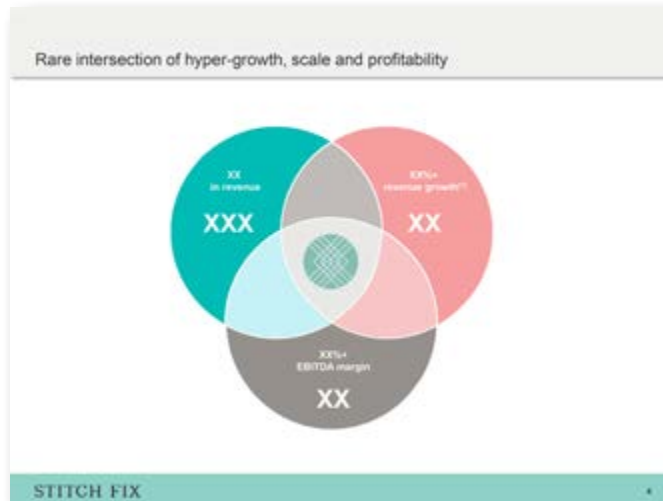
Cover Page



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 packaging.

Roadshow design

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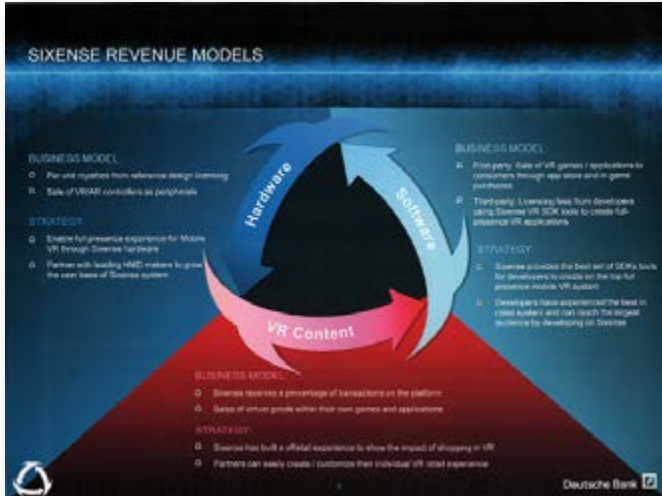
Title Slide



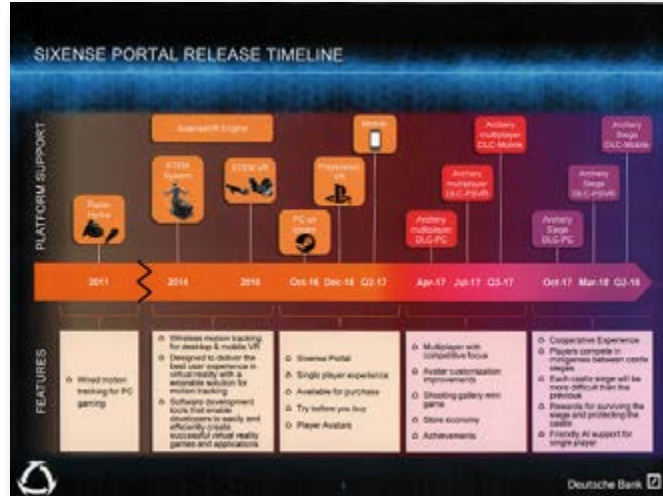
Divider Slide



Content Slide



Content Slide



Content Slide



Content Slide

Project: Roadshow presentation design for Deutsche Bank's client, Sixense

The Client wanted the presentation to have a futuristic feel since they are a VR company. 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.



Project: Williams Lea Strategy Campaign Poster

32"x 24" Poster created for Williams Lea Corporate offices. The company was creating a 5 Year Strategy marketing campaign. The majority of Williams Lea employees work off site at the company's client sites and not directly for the corporate offices. For this campaign, they wanted the art to be created by one of those employees and I was working for Williams Lea, at Deutsche Bank, at that time. They created a design competition and the designers were asked to incorporate the company's four pillars of success- growth, talent, delivery and culture, into their design. My design was chosen as the winner of the competition and used for the Marketing campaign.

Illustration

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Project: Original animal greeting card illustrations

I created these cards designs as a personal project. The animals in this licensable collection were inspired by a set of painted wooden animal candle holders that my Mom would top birthday cakes with. I created these with Adobe Illustrator and Photoshop.

Case study - Branding, website and mobile design

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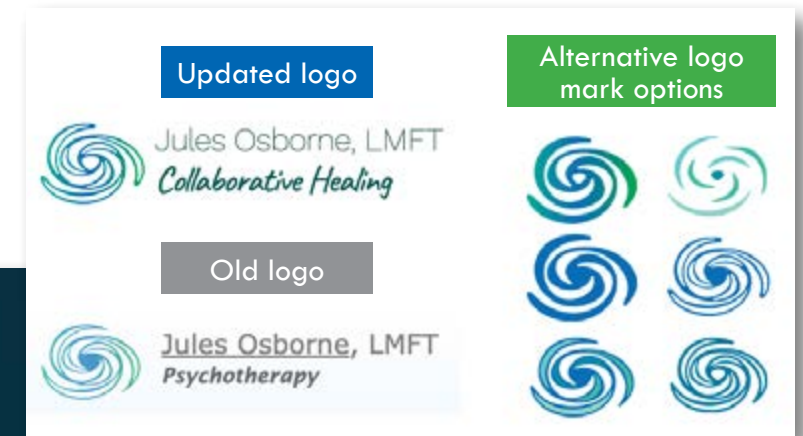
Project: Jules Osborne LMFT

Branding, website and mobile design

The client Jules Osborne, a Marriage and Family Therapist, wanted to update her website for both desktop and mobile. Ultimately the project included re-branding, image searches, page layouts, color palette development, content proofing, image selection for social media posts and interior design elements for her therapy office.



julesosborne.com shown on laptop, desktop, tablet and mobile devices



I suggested an overall friendlier feel for the branding elements; I removed the pointed ends of the logo mark and opened the center, in conjunction with using a handwritten font for the logo's tag line, adding a more personal feel to the design.



In order to continue the brand story into the physical office space, I proposed and designed cushions and mugs for the therapy office.

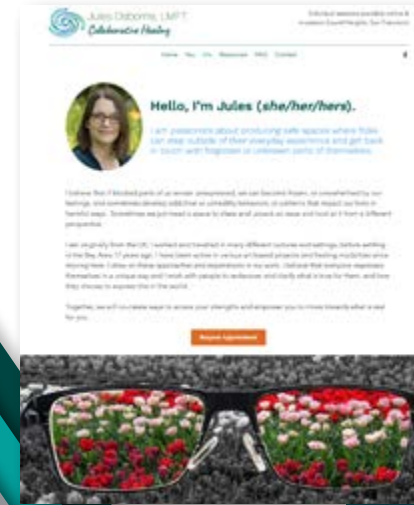
Case study continued

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This is the starting point of the “Me” page.

At the beginning of the project the client had already started a basic layout for the site pages and I consulted with her on improving the sites overall appearance.



This is the final look of the “Me” page. I was able to greatly improve this page by focusing on the textual hierarchy and alignment, rhythm, emphasis, and proportion of elements on the page.

Implementation of broader color palette and image story

