

# Jonathan X. Lewis

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## Selected Accomplishments

- **Managed both people and things.**

Hired photographers, managed design library photos and graphic elements for Beyer Blinder Bell, a design firm in New York City.

Deeply involved in the Ellis Island Restoration and South Street Seaport projects in New York City. Created bid presentations, booklets, slide presentations, and numerous other materials for this project.

- **Clear, concise visual communication**

Developed first ever packaging for 12 TIBCO products. Developed and documented Design Guidelines for TIBCO and documented them for future use.

Designed posters for new books published by Addison-Wesley publishers.

- **Focusing on a project to completion.**

Created a website business called LewisPhillips, focused on small business clients needing complete web solutions. Designed, upgraded, and maintained 26 websites for clients over 3 years of business. Many clients returned for additional work and technical support.

- **Self-motivated**

Co-founded and operated Pacific Martial Arts, an Aikido and Karate dojo (school) for 7 years.

- **Ability to be self-taught on anything that needs to be learned.**

Learned CMSs, HTML, CSS, some PHP, woodworking, dog training.

- **Creativity in finding solutions. Innovative solutions: design, wood, web**

Reworked the process of manufacturing wooden looms for Dovetail, Inc. so that labor in manufacture was cut in half.

- **Excellent customer service/relationships.**

Provide maintenance and technical support for clients. Trained non-technical owners on how to maintain, update and operate open source Joomla sites that were customized for them.

- **Excellent team member**

Enjoy being part of a team.

## Experience - User Interface and Web Page Design

### LewisPhillips Web Design Business

Boulder CO January 2005-present

- Created the populist approach to website design: an Open Source-based CMS website for small businesses that can be largely changed and maintained by the client.
- Self-taught in Joomla (formerly Mambo) Open Source Content Management System (CMS), PHP, and CSS.
- Developed client branding system, then applied that to website design.
- Maintained and upgraded websites to include shopping carts, blogs, RSS feeds and photo galleries.
- Trained clients in Joomla changes so they could do basic changes themselves. Had loyal customers with lots of repeat busienss.

### TIBCO Software, Inc.

Palo Alto, CA 1999-2003

- Headed graphic design for Tibco, which was valued at \$200 million, then grew to \$350 million during my tenure.
- Responsible for look and feel of the website which numbered 1000 pages
- Designed 12 software packages.
- Produced highly successful flash sales demos.
- Produced sales brochures.
- Developed the brand "look" for Tibco, including templates for future collateral, as well as website look and feel.
- Ported the website from straight HTML into JSP.

### Adobe Systems, Inc.

San Jose, CA 1999

- Aided Java-based component group in developing auto-run HTML documentation.

### Morgan Kaufmann Publishers, Inc.

San Francisco, CA 1998

- Illustrated and designed and advertising Posters for four new book publications on computer-aided architecture.

### Junglee Software

Sunnyvale, CA 1998

- Developed user interface icons for applications, and navigational buttons for Junglee web pages
- Provided web page layout design and templates for future web pages development.

### JavaSoft

Cupertino, CA 1998

- Designed development environment icons for Sun Microsystems subsidiary.
- Created web page animations of 'Mr. Java'

## Beyer Blinder Belle, Architects

New York, NY 1985-1987

- Design Coordinator directly involved in increasing client visibility and revenue
- Managed all aspects of corporate printed communication
- Consultant for presentation media to partners in business development
- Provided illustration for special events, such as the Ellis Island renovation and opening
- Responsible for pre-press readiness of all deliverables, in both electronic and traditional form.

## Teaching

### Pacific Martial Arts

Mt. View, CA 1993-2000

- Co-founded Aikido and Karate studio (dojo) for children and adults
- Developed dojo philosophy
- Created a loyal clientele
- Fit dojo style to client needs
- Shared in management of all aspects of a small business.

### Martinelli & Associates

Various locations 1990-1998

- Instructed probation and police officers across California in unarmed defensive tactics, pepper, spray, weapons retention, command presence, suspect and prisoner control, suspect search techniques and building entry.
- Streamlined program from ten days to three while continuing to provide a complete curriculum of defensive strategies.

## Awards

Dalton Pen Communications Award of Excellence in Electronic Communication	2000
Top Ten Yahoo Links	1999
Certificate of Appreciation – US Army Training	1997

## Education

ACEP (American Coaching Effectiveness Program) certification	1994	
Associate of Arts Program, Botanical Illustration	New York Botanical Gardens	1983
Bachelor of Fine Arts	SUNY Purchase	1982