

D'mi Lemman

Senior Digital Designer & Freelance Business Owner

Creating impactful digital marketing materials for my clients locally and throughout the country.

ACHIEVEMENTS

Interim Director

MAY 2021 - APRIL 2023

Served as Interim Web Director at Advisors Excel. Responsibilities included facilitating team meetings, ensuring team culture was active, managing the team agenda, taking on additional direct reports, mentoring team members seeking career growth, and making sound decisions for the betterment of our clients' businesses, the company, and our team.

Leadership Training

OneAE Leadership Academy - Training in how to create a candidate profile, what to look for on resumes, how to ask the right questions in interviews, and how to hire.

Wildsparq Leadership Training - Met with Advisors Excel leaders to learn what it takes to inspire, give critical feedback, and coach others.

EXPERIENCE

Freelance Business Owner — *Lawrence Design Co., LLC*

APRIL 2020 - PRESENT

Work with freelance clients to strategize, design, and develop websites for their digital business needs. Meet with clients on a regular basis for check-in calls. Communicate all needs for the website, and deliver website products on-time.

Senior Digital Designer — *Advisors Excel - Topeka, KS*

APRIL 2019 - PRESENT

Design and development of digital marketing materials for hundreds of Financial Advisors throughout the country. Digital designs include: Websites, Landing Pages, UI Guides, Email Templates, Email Signatures, TV Screens, etc.

- Create concept wireframes and creative high-fidelity mockups for pitches to clients, including top elite clients.
- Collaborate with the creative project management, account management, copywriting, and graphic design teams to create high-quality creative products for the client.
- Familiarize myself with client brand guidelines, product offerings on an ongoing basis.
- Review and give feedback to designers throughout the digital design team, as well as external freelancers.
- Lead team meetings in absence of the Digital Art Director.
- Serve in a leadership role for the digital design team.
- Mentor and train new and less experienced team members.
- Meet with internal teams on how to improve processes and communications throughout the department.
- Serve as subject matter expert for creative teams throughout the department, as well as clients who have questions on products and services offered.
- Work in a fast-paced environment, always flexible and ready for the next challenge.

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lawrencedesignco.com

SKILLS

User Interface Design

User Experience

13 Years HTML and CSS Experience

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Photography

CMS Experience

Wordpress Builders

CRM (Salesforce, Keap, etc.)

IT Knowledge

DNS Record Experience

AWARDS

March 2024 | Gold Award

American Advertising Awards

The American Heritage Financial Website Design

Campaign Category

theamericanheritagefinancial.com

March 2023 | Gold Award

American Advertising Awards

Money Wise Retirement Planning Website Design

Consumer Website Category

moneywiseaz.com

RECENT PROJECT

Vitou Financial

Website Design & Development

vitoufinancial.com

EDUCATION

Johnson County Community

College, Overland Park, KS

Graphic Design (AAS)

March 2011 - May 2013

- Communicate with the project management and account management teams to ensure products are created in a timely manner and by the prescribed deadlines.

Photographer — *Advisors Excel - Topeka, KS*

MARCH 2017 - MARCH 2020

- Studio photography of financial advisors, including headshots, b-roll photography to be used on print and web marketing materials.
- Travel across the country to capture financial advisors offices, their team, b-roll of their office, and candid photos of their clients to use in marketing materials.
- Product photography of swag for Advisors Excel.
- Event photography for financial advisors as well as Advisors Excel.

Web Designer — *Advisors Excel - Topeka, KS*

MARCH 2017 - APRIL 2019

- Familiarize myself with client brand guidelines, product offerings on an ongoing basis.
- Create concept wireframes and creative high-fidelity mockups for pitches to the client, including top elite clients.
- Collaborate with the creative project management, account management, copywriting, and graphic design teams to create high-quality creative products for the client.
- Communicate with the project management and account management teams to ensure products are created in a timely manner and by the prescribed deadlines.
- Review and give feedback to designers throughout the web design team, as well as external freelancers.

Web Production Artist — *Advisors Excel - Topeka, KS*

JULY 2013 - MARCH 2017

- Supervised and managed the ticketing system for the web design team.
- Make revisions on live websites and production websites.
- Design and code email templates and email signatures.
- Receive feedback and critique in order to build my design skills.
- Serve as subject matter expert in website and email questions for internal teams as well as clients calling in.
- Launch production websites for clients.
- Create and help set up email addresses in email clients.