

# JAMES DOUGLAS LAKE

[www.jamesdlake.com](http://www.jamesdlake.com)

Interactive Designer & Developer with over fifteen years experience in Graphic Design, Animation, Audio/Video Post-Production, Front-End Development, Digital Advertising, UI/UX Design, **and everything in between.**



## INDUSTRY SKILLS

### DESIGN EXPERTISE

Tumult Hype  
Adobe Photoshop  
Adobe Illustrator

Adobe After Effects  
Adobe Premiere  
Adobe XD

Adobe Animate / Flash  
Adobe Indesign  
Sketch

### DEVELOPMENT EXPERTISE

HTML5  
CSS/Sass  
JavaScript  
React & Vue  
GSAP Animation Platform  
Advanced SVG Wizardry

Babel & TypeScript  
NodeJS  
Front-End Development  
SharePoint (*Modern & Classic*)  
Jest & Mocha testing

Git & Source Control  
Bootstrap  
JSON, XML, AJAX  
jQuery

### FOUNDATION SKILLS

Interactive Design  
Animation using Multiple Technologies  
Browser/Device-Agnostic Quality Assurance  
Traditional Graphic Design  
Integrating projects with external APIs  
Typography  
Print & Communication Design  
Using git for version control  
Video Editing

### ADVERTISING PLATFORMS

DoubleClick  
Bannersnack  
Specless  
Sizmek  
Celtra  
Facebook  
Flashtalking  
Instagram

## RELATED WORK EXPERIENCE



### **Primerica**

#### **Interactive Designer & Developer**

November 2020 - Present

My role as Interactive Designer/Developer is working in a state-of-the art award winning in-house creative department with a team of over 40 writers, graphic designers, web developers, producers, directors, video and sound editors. Primary responsibilities include the pre-design discovery, design, layout, and coding of web content. Details of day-to-day tasks include:

- ▶ Stay up-to-date on emerging technologies/industry trends and apply them into operations and activities
- ▶ Create visually appealing and user-friendly web content that move an audience to action and engagement
- ▶ Brainstorm interactive experiences that include web animation and traditional video editing/post-production
- ▶ Adhere to current web standards, design principles, and best practices in development
- ▶ Write well designed, testable, efficient code
- ▶ Embrace and apply new design concepts to all creative deliverables
- ▶ Collaborate with my creative director to match visual design intent and maintain Primerica's brand identity



### **EY (Ernst & Young LLC)**

#### **Interactive Media Technologist (Contractor)**

March 2020 - August 2020

While at EY I worked on a wide variety of projects for internal clients, including:

- ▶ Modern SharePoint planning, development and construction
- ▶ Rebuilding Classic SharePoint sites in Modern experiences
- ▶ Custom HTML5 ad banner development
- ▶ Design & development of customer survey sites
- ▶ Organizing incoming survey data into readily-useable formats
- ▶ Creating fully interactive PDF documents
- ▶ Print production
- ▶ Reconstructing legacy internal sites with modern technologies into fully-interactive experiences



### **The Coca-Cola Company**

#### **Developer (Contractor)**

May 2019 - December 2019

Primary responsibilities were assisting with the migration from Janrain to the Adobe Experience Platform. This included writing Jest tests with mock data to ensure successful record conversion. Other duties included:

- ▶ Assist migrating user data from Janrain to the Adobe Experience Platform

## RELATED WORK EXPERIENCE



### **The Coca-Cola Company** *continued*

- ▶ Review and evaluation of existing codebase
- ▶ Assist team leads by managing ancillary projects
- ▶ Handle any backlogged projects whenever possible



SPECLESS

### **Specless** **Creative Director**

July 2016 - January 2019

I was in charge of all aspects of our in-house digital ad production for our clients. Adhering to the strict brand guidelines for each client was top priority regardless of the deliverable. Other duties included producing corporate communications such as email templates, promotional videos, ad templates and technical documentation for self-service clients, creation and maintenance of our corporate branding materials. Managed all creative assets for clients such as T-Mobile, EA Sports, KitchenAid, Blizzard Games, Nikon, Disney, The Home Depot, and Samsung



### **22squared** **Senior Creative Developer**

September 2015 - July 2016

I started at 22squared right before Flash rapidly lost browser support in favor of HTML5 for ad production. Since my team was responsible for producing high-volume digital media for well-established brands like Toyota, Publix and Kohler, I was tasked with helping my team adjust to this change and mitigate potential hiccups in our process. This included teaching my group how workflows, coding, assets and overall thinking changed between Flash and HTML5, and how to adapt this for high-volume campaigns on multiple platforms like Google, Sizmek, and Celtra.



### **BBDO Atlanta** **Multimedia Developer**

March 2013 - September 2015

Daily tasks centered around digital ad production and development in both HTML5 and Flash for clients such as AT&T, Georgia Lottery, and Bayer. Other projects included:

- ▶ Concepted and created (folded) a series of origami animals that become the animated animals seen today on Voya Financial commercials. The bunny prototype is in the picture at the top of the page :-)
- ▶ Construction and deployment of large scale sites for World's Leading Cruise Lines
- ▶ Assisting in the rebranding of BBDO Atlanta
- ▶ Designing custom-tailored mobile Apps clients



## **EyeWonder (now Sizmek by Amazon)**

**Lead Interactive Developer**

October 2005 - March 2013

Roles and responsibilities were varied for each client and campaign. Core responsibilities were concepting, design and development of fully-interactive rich media campaigns for dozens of large-scale clients. This position evolved over the years to include:

- ▶ Testing and adaptation of new technologies like 360° video and the then-emerging mobile ad markets
- ▶ 2-D animation
- ▶ Video editing
- ▶ Designing original ads based on client branding and campaign goals
- ▶ Custom ad format development

## **EDUCATION**



### **The Art Institute of Atlanta**

Bachelor of Fine Arts in Interactive Media

Atlanta, GA

2000 - 2005



### **The Cooper Union for the Advancement of Science & Art**

Bachelor of Architecture

New York, NY

1997 - 1998

## **VOLUNTEER WORK**



American  
Red Cross

### **The American Red Cross**

Event Coordination, Graphic Design & Video Production

2004 - present

<http://redcross.org/>



### **Boston Terrier Rescue of North Carolina**

Promotional Video Production, Graphic Design and Fundraising

2013 - present

<http://BTRNC.org/>



### **Jerusalem House - LGBT Outreach & Poverty Relief**

General Volunteer and Donation Coordinator

2008 - present

<http://jerusalemhouse.org/>