

Kirk Lewis II

Creative Director and full-stack product design leader for enterprise data, AI interfaces, media systems, and digital ecosystems.

CONTACT

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Creative Director, product design leader, creative product systems lead, and hands-on full-stack product builder with 20+ years across enterprise dashboards, data visualization systems, media UX, design systems, mobile products, commerce integrations, AI-assisted interfaces, motion, research, and invention. Kirk leads multidisciplinary teams, translates ambiguous business intake into working product systems, and can see a full product ecosystem from brand and strategy through feature definition, technical stack, application architecture, cloud services, interface design, implementation, launch readiness, and operating workflows. The strongest full-stack founder-product proof is Rock This: a connected iOS, Android, Shopify, and AWS-backed fashion technology ecosystem that combines wardrobe management, shopping discovery, AI media generation, social/community surfaces, credits/subscriptions, admin operations, and commerce integration. The strongest career signal is the combination: senior creative leadership, practical product strategy, deep interface craft, engineering fluency, agency-building history, and eight issued U.S. patents spanning AI UI customization, image-classification presentation interfaces, media scene intelligence, and video metadata.

20+ years Creative leadership	8 issued patents AI, media, interfaces	Creative Product Systems Vision, features, stack	Citigroup + Founder Current work status
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TARGET ROLES

Creative Director	Design Director	Principal Product Designer
Head of Product Experience	AI Product Experience Lead	Innovation or Emerging Technology Design Lead

PRODUCT ECOSYSTEM PROOF

Rock This Product Ecosystem - Founder / Full-Stack Product Builder

Location: Plano, Texas

Period: Founder product work

- Conceived and built Rock This as a connected fashion-technology ecosystem across iOS, Android, a Shopify application, and AWS-backed services.
- Designed the product model across digital closet management, owned items, wishlist items, uploaded clothing, partner-store products, outfit composition, AI photoshoot controls, generated images/videos, soundtrack attachment, social profiles, feeds, comments, messaging, moderation, and shopping handoff.
- Built and mapped the system across React Native, Expo, TypeScript, mobile navigation, authentication/onboarding, product taxonomy, commerce connectors, credit/subscription flows, admin tooling, media workflows, and AWS platform services such as Lambda, API Gateway, DynamoDB, S3, Cognito, Secrets Manager, IAM, and CloudWatch.
- Demonstrates the ability to see a full product vision and build it end to end: brand, UX, mobile apps, backend/cloud architecture, commerce integrations, AI/media operations, trust-and-safety flows, admin tooling, and launch decisions.

SELECTED EXPERIENCE

Citigroup - Vice President Digital Design Engineer, Sr. Mgr

Location: Irving, Texas

Period: 2020 - Present

- Official title: Vice President Digital Design Engineer, Sr. Mgr. Functional resume positioning: Creative Director-level leadership across a multidisciplinary data visualization team producing complex dashboards, data visualizations, full-web applications, product models, and design-system guidance for business-critical operational interfaces.
- Manage designers, writers, architects, cross-functional partners, workload planning, recruiting, internal relationships, and leadership communication while remaining hands-on in product strategy and interface craft.
- Translate ambiguous intake, new business domains, acronyms, KPIs, and stakeholder needs into clear interface models, reusable components, and decision-ready visual systems.
- Co-inventor on public Citi/Citibank patent families for AI-assisted UI customization, user-interface tokens, image-classification policy, and GUI-driven image selection.

Fannie Mae - Lead UI/UX, Researcher, Animator, Video Production

Location: Plano, Texas

Period: 2018 - 2020

- Worked across research, product UI, motion design, design-system communication, and executive storytelling for enterprise product teams.
- Created Blueprint Design System UI elements and motion guidelines, helping define reusable interaction and visual standards for application teams.
- Conducted research and usability studies, identified cross-functional workflow problems, and translated business challenges into practical design-system opportunities.
- Produced video, animation, presentation, and keynote media for executive communication and product-team alignment.

Verizon Corporation - UI/UX Design Manager

Location: Irving, Texas

Period: 2010 - 2018

- Designed and managed 10-foot video experiences across cable, on-demand, set-top boxes, Xbox, PlayStation, DVR players, connected media devices, and Redbox Instant by Verizon.
- Wrote and influenced requirements, produced wireframes, prepared prototypes, defined usability-study objectives, reviewed design work, and audited implementation with development groups.
- Managed designers and cross-functional relationships across on-site, remote, partner, product, and development teams.
- Helped ship several Verizon FiOS TV releases and brought video products into millions of homes while inventing new media interaction and metadata concepts.

Ad Agency and Digital Product Studio Work

Location: United States

Period: 1999 - 2007

- Worked in and helped build multiple advertising agencies during the early web and interactive-media shift.
- Created brand, campaign, website, interactive, animation, and presentation work in high-pressure client-service environments.
- Built the foundation for senior creative leadership: pitching ideas, translating brand strategy into shipped digital experiences, collaborating with creative and technical teams, and carrying work from concept through production.
- Built the foundation for later enterprise, product, media, and founder-work leadership.

PRODUCT AND FOUNDER WORK

Rock This

- Fashion technology ecosystem across iOS, Android, Shopify application work, AWS services, closet taxonomy, outfit composition, AI media generation, social sharing, wishlist/shopping context, credits/subscriptions, admin tools, and wardrobe operating-system thinking.
- Strong founder-product proof of end-to-end ecosystem vision and execution across product strategy, UX, mobile apps, commerce, cloud services, AI media, and operations.

Goodnight eNight

- AI-powered bedtime-story product lane with child profiles, personalized prompts, AI Edit Mode, storybooks, narration, PDF export, parent review, and family-safe creative boundaries.
- Additional AI storytelling and product-system work, kept secondary to Rock This on this resume.

PATENT PORTFOLIO

- 8 issued U.S. patents across AI UI customization, image-classification presentation interfaces, media scene intelligence, and video metadata.
- US 12,340,074 B1 - Graphical user interface to adjust image selection based on classification information.
- US 12,277,484 B2 - Systems and methods for customizing user interfaces using artificial intelligence.
- US 12,254,672 B1 - Policy based representation based on classification information.
- US 12,254,387 B2 - Systems and methods for customizing user interfaces using artificial intelligence.
- US 12,026,599 B1 - Systems and methods for customizing user interfaces using artificial intelligence.
- US 11,797,892 B1 - Systems and methods for customizing user interfaces using artificial intelligence.
- US 9,319,724 B2 - Favorite media program scenes systems and methods.
- US 8,977,104 B2 - Tagging video content.

RECOGNITION AND TRAINING

- LUMA Design Thinking trained and certified.
- Macromedia Site of the Day recognition for Nationwide Insurance / 30 Ways - Life Comes at You Fast.
- Awarded intellectual property patents across enterprise AI interfaces and media interaction systems.

CAPABILITY STACK

- Creative direction and design leadership
- Team management, recruiting, mentoring, workload planning, and stakeholder alignment
- Product strategy, UX architecture, research, facilitation, and executive storytelling
- Full-stack product building with React, Next.js, React Native, Expo, TypeScript, API routes, admin tools, content systems, and mobile app architecture
- Product ecosystem architecture across iOS, Android, Shopify applications, AWS services, commerce integrations, social/community surfaces, admin operations, credits/subscriptions, and media workflows
- Enterprise dashboard systems, data visualization, KPIs, operational interfaces, and design systems
- AI product experiences, AI media workflows, OpenAI integration, data modeling, and responsible product boundaries
- AWS Lambda, API Gateway, DynamoDB, S3, Cognito, IAM, Secrets Manager, CloudWatch, Supabase/Postgres persistence planning, auth/account flows, and deployment preparation
- Media UX, 10-foot interfaces, video metadata, motion design, animation, and production
- Advertising agency leadership, campaign/product storytelling, client-service production, pitches, and cross-functional delivery

SELECTED PROOF STACK

- Citi enterprise dashboards, data visualization systems, and AI/interface patent families.
- Verizon FiOS guide, connected media, Redbox Instant, and media metadata patents.
- Fannie Mae Blueprint Design System, motion guidelines, research, and executive media.
- Rock This iOS, Android, Shopify, AWS, AI media, social-commerce, admin, and wardrobe operating-system ecosystem.
- Goodnight eNight AI storytelling product lane.
- Advertising agency and digital product studio work from 1999 - 2007.