JAMES DOUGLAS LAKE

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

RELATED WORK EXPERIENCE

EY (Ernst & Young LLC)
Interactive Media Technologist   2020 - 2020

While at EY I worked on a wide variety of projects for my internal clients, including: Modern SharePoint site planning, development and construction; Print production; Setting up customer survey pages and organizing all incoming data into manageable and useful formats; Creation of fully interactive PDF documents; and unusual requests such as deconstructing immersive experiences built in older software such as Adobe Edge, updating code, graphics and animations, then recreating everything with modern tools like Tumult Hype and breathing new life into my clients' projects.

The Coca-Cola Company
Developer   2019 - 2019

Primary responsibilities were assisting with the migration from Janrain to the Adobe Experience Platform, reviewing our existing codebase and writing Jest tests to help ensure record conversions were successful, assisting team leads by managing ancillary projects so they could focus on broader tasks, and stepping in to handle any backlogged projects whenever possible.

Specless
Creative Director   2016 - 2019

I was in charge of handled all aspects of our in-house digital ad production for our clients. Adhering to the strict brand guidelines for each client was a major priority. Managed large numbers of creative assets across hundreds of campaigns including T-Mobile, EA Sports, KitchenAid, Blizzard Games, Nikon, Disney, The Home Depot, and Samsung. Other duties included producing technical documentation of for self-service clients, creation and maintenance of our corporate branding materials, and overseeing production of ad templates for use by our self-service clients.

22squared
Senior Creative Developer   2015 - 2016

I started at 22squared right before Flash rapidly lost browser support in favor of HTML5 ads. Since my team was responsible for producing high-volume digital media for well-established brands (Toyota, Publix, Kohler), I took on the task of helping my team adjust to this and mitigate panic that abrupt change can cause. "Take a deep breath. If you can do this in Flash, you can do it in HTML. I'm here to show you how". I worked closely with various account personnel and creative leads to ensure everyone was on the same page, reducing 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, Flashtalking, Sizmek, and Celtra.

BBDO Atlanta
Senior Developer   2013 – 2015

Daily tasks centered around digital ad production and development (both HTML5 and Flash) for clients such as AT&T, Georgia Lottery, and Bayer. Other projects included construction and deployment of large scale sites for World's Leading Cruise Lines, BBDO Atlanta's rebranding, and designing custom-tailored mobile Apps for numerous clients. The other notable project was concepting and folding a series of origami animals that become the origami animals seen today on Voya Financial commercials.
Yes, I made the bunny and the squirrel :-)

RELATED WORK EXPERIENCE

DG / MediaMind   Senior Flash Designer   2010 – 2013

Responsibilities included concepting rich media advertisements based on client's branding and campaign goals, build-out and programming the live ads in both Flash and HTML5, and configuration & deployment to the MediaMind platform.

EyeWonder, Inc.   Senior Creative Developer   2005 – 2010

Roles and responsibilities were varied for to each client and campaign: ad production, video editing, content creation, research of a client product and creating original ads to impact the consumer, to special projects including custom ad format creation and adaptation of new technologies like 360° videos.

INDUSTRY SKILLS

DESIGN

Tumult Hype	Adobe After Effects	Adobe Audition & Audacity
Adobe Photoshop	Adobe Premiere	Adobe Animate / Flash
Adobe Illustrator	Adobe Dimension	Sketch
Adobe Indesign	Adobe XD	

DEVELOPMENT

HTML, CSS	Modern SharePoint	Bootstrap
Compass & Sass	Jest & Mocha testing	Cordova
JavaScript & NodeJS	Git & Source Control	VueJS
General Web Development	Json, Xml, Ajax, Rest	Databases & SQL

PLATFORMS

Adobe Experience Platform
 - Adobe Audience Manager
 - Adobe Campaign
 - Adobe Target
 - Launch, by Adobe

Amazon Web Services
 - AWS Lambda
 - AWS SQS (Simple Queue Service)

FOUNDATION

Interactive Design & Animation
Traditional Graphic Design
Video Editing
Typography & Communication Design

ADVERTISING

Doubleclick	Celtra
Specless	Facebook
Instagram	Flashtalking
Sizmek	Spongecell

EDUCATION

Art Institute of Atlanta, Atlanta, GA
Bachelor of Fine Arts (B.F.A.), Interactive Media • 2000 - 2005

The Cooper Union for the Advancement of Science & Art, New York, NY
Architecture • 1997 - 1998