

JAMES D. LAKE

Design, Development & Everything In Between

JamesDLake.com

lovetobuildstuff@gmail.com

1371 Gates Drive SE

Atlanta, GA 30316

PROFILE & INDUSTRY SKILLS

Interactive Developer and Designer with over 15 years experience in Digital Advertising, Programming & Development, Graphic Design & Animation, and Video & Audio Production.

DEVELOPMENT

HTML & CSS
NodeJS & JavaScript
Jest & Mocha testing
Git & Source Control
Xml, Ajax, Json
Compass, Sass

General Web Development
Cordova
VueJS
React
Databases & SQL

DESIGN

Adobe Illustrator
Adobe Photoshop
Adobe Animate
Adobe After Effects & Premiere
Adobe Dimension
Adobe XD

Adobe Dreamweaver
Adobe Audition & Audacity
Adobe InDesign
Fontlab
Hype
Sketch

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 SKILLS

Graphic Design
Video Production & Animation
UI/UX Assessment and Strategy
Editorial Design & Typography

ADVERTISING PLATFORMS

DoubleClick
Specless
Instagram
Sizmek

Celtra
Facebook
Flashtalking
Spongecell

RELATED WORK EXPERIENCE

The Coca-Cola Company

Junior Developer • 2019 - Present

Primary responsibilities while working on the Adobe Experience Platform integration include writing tests for our team's NodeJS codebase, assisting team leads by taking on smaller projects that would otherwise reduce their availability for more point-intensive tasks, and stepping in to help manage any backlogged work whenever possible.

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Specless

Creative Director • 2016 - 2019

Handled all aspects of digital ad production for publisher sites while adhering to strict brand guidelines for each site's individual clients.

Managed large numbers of creative assets across hundreds of campaigns. Client brands included T-Mobile, Blizzard Games, Kitchen Aid, The Home Depot, and Samsung.

Other duties included producing technical documentation, creating company branding materials, and overseeing production of ad templates for use by our self-service clients.

22squared

Senior Creative Developer • 2015 - 2016

Responsible for producing interactive, animated ads for brands including Toyota, American Standard, and Dunkin' Donuts.

Additionally was placed in charge of helping my team transition from building ads in Adobe Flash to HTML5, and streamlining creative production for deployment on multiple ad-serving platforms like Google, Flashtalking, Sizmek, and Celtra.

BBDO Atlanta

Senior Developer • 2013 - 2015

Day-to-day tasks: Production and development of Rich Media advertisements (both HTML5 and Flash) for clients such as AT&T, Georgia Lottery, and Bayer Crop Science.

Major projects: Construction and deployment of WorldsLeadingCruiseLines.com, BBDOAtl.com, PascalBensimon.com; Custom-tailored iPhone App for use at South By Southwest 2015.

Other notable projects: Designed and produced a series of origami animals, used in multiple campaigns for Voya Financial Services. Video post-production for AT&T show reels. Interactive kiosk development for Bayer Crop Science.

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

Daily tasks varied according to each client and campaign. This primarily ran a gamut from supporting clients using the AdWonder Flash Component, to in-house creative design and development, to special projects including custom ad formats and adaptation of new technologies.

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