

PROVISIONAL 2026 REVIEW DRAFT

Kirk Lewis II

Creative Director for data-rich products, AI storytelling systems, and media interfaces.

CONTACT

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Creative director and product design leader working across enterprise data visualization, dashboard systems, media UX, AI product storytelling, design systems, motion, research, and invention. Kirk's portfolio connects business-critical interface design with cinematic presentation, product strategy, hands-on visual systems, and patented media discovery concepts. The current portfolio rebuild positions him for senior creative direction, design direction, principal product design, AI product experience, and emerging technology leadership roles.

Source boundary: Built from the archived 2021 resume, captured Visions of Kirk portfolio material, public patent records already referenced by the site, and the current rebuild scope. Replace provisional language after Kirk provides a newer resume, LinkedIn export, approved Citi notes, and approved product screenshots.

TARGET ROLES

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

SELECTED EXPERIENCE

Citigroup - Creative Director

Location: Irving, Texas

Period: 2020-present in the archived 2021 resume; current 2026 scope needs Kirk-approved source updates.

- Led a multidisciplinary creative data visualization team building dashboards, data visualizations, full-web applications, and reusable design guidance for complex business operations.
- Balanced design leadership with management, recruiting, internal partnerships, and leadership communication.
- Drove work toward a Data Visualization Design System for business-critical dashboard and operational interface needs.
- Current portfolio direction emphasizes data-rich products, dashboard systems, and enterprise AI/analytics context. Public-safe current Citi scope, screenshots, and outcomes still need approval before publication.

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.
- Produced media and communication assets for keynote talks, quarterly meetings, and cross-functional design alignment.
- Helped translate research and business challenges into practical design solutions for product and development partners.

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, and connected media devices.
- Helped define how FiOS media products looked, felt, and operated across guide, search, playback, recording, and device contexts.
- Supported successful deployment of several Verizon FiOS TV releases and the multi-platform release of Redbox Instant by Verizon.
- Bridged gaps between product and development teams while working within the constraints of media platforms and living-room interaction.

FOUNDER PRODUCT WORK

Goodnight eNight

Working portfolio lane: AI-powered bedtime story creation with child profiles, personalized prompts, AI Edit Mode, storybooks, narration, PDF export, and parent review.

Resume-ready claim boundary: Use only approved product screenshots, live product copy, privacy/safety language, and public product status. Avoid unsupported claims about adoption, revenue, or educational outcomes until Kirk provides approved evidence.

Rock This

Working portfolio lane: fashion technology, closet taxonomy, outfit composition, swatch logic, style sharing, wishlist/shopping context, and AI-assisted styling.

Resume-ready claim boundary: Current primary product source, launch status, screenshots, and traction signals still need Kirk approval. Treat third-party listing mirrors as weak evidence only.

PATENTS AND INVENTION

- US 9,319,724 B2 - Favorite Media Program Scenes. Machine-learning process for predicting and finding media scenes viewers may value.
- US 8,977,104 B2 - Tagging Video Content. Computer-vision and AI process for identifying details displayed in moving pictures.

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.

CAPABILITY STACK

- Creative direction
- Product design
- UX strategy and research
- Enterprise dashboard and data visualization systems
- Design systems and visual rules
- Media UX and 10-foot interface design
- Motion design and video production
- AI product storytelling and retrieval-bound interview experiences
- Cross-functional leadership and product-development alignment

PORTFOLIO PROOF STACK

- Citi dashboards and data visualization systems
- Verizon FiOS guide and media-control UX
- Fannie Mae enterprise design-system and motion work
- AI and media discovery patents
- Goodnight eNight AI storytelling product lane
- Rock This fashion technology product lane
- Virtual Kirk company-email-gated AI interview prototype

ITEMS NEEDED BEFORE FINAL RESUME EXPORT

- Latest resume file or LinkedIn export.
- Current Citi title, scope, team responsibilities, approved screenshots, and public-safe outcome language.
- Approved metrics only if they can be public.
- Goodnight eNight product screenshots, launch status, pricing/subscription language, and privacy/safety boundaries.
- Rock This primary product link, screenshots, availability, closet/outfit flow, and public-safe traction signals.
- Anonymization rules for clients, internal systems, metrics, screenshots, and project names.