

PORTFOLIO

20226

MAKENNA LEWISON

DIGITAL
DESIGN

INTRODUCTION

Digital Designer specializing in responsive web, e-commerce, and scalable brand systems.

I turn complex products and information into digital experiences that are easy to understand, trust, and use. My work spans responsive websites, e-commerce, integrated campaigns, and brand systems across automotive, real estate, agency, and small-business environments.

I own projects from information architecture and art direction through content, CMS implementation, SEO, accessibility, QA, and launch. Today, I work at FASS Diesel Fuel Systems, translating technical products into customer-facing web and marketing experiences. Earlier, I increased McMichael Realty's social engagement by 2,000% in one month and built an independent audience of 120,000+ followers.

SOFTWARE & PLATFORMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe Acrobat

Ps

Ai

Id

Lr

Pr

Ae

CORE EXPERTISE

- Responsive Web Design
- UX/UI & Information Architecture
- E-commerce & CMS Management
- Brand Systems & Campaign Design
- SEO, Accessibility & Web QA
- Analytics-Informed Optimization



EDUCATION

2020 - 2022

School of the Art Institute of Chicago
Marketing and Graphic Design Coursework

01

WEB

02

CAMPAIGNS

03

BRANDING

04

PRINT

05

MEDIA

I approach every brief as a system: define the audience and objective, reduce the message to what matters, establish the visual direction, and build what is needed to ship it. Depending on the problem, that may mean UX, art direction, content hierarchy, brand standards, photography, motion, or AI-assisted production.

I make design decisions I can explain, collaborate comfortably across disciplines, and build systems other people can use. The result is work that stays distinctive and consistent across web, e-commerce, campaigns, print, and content, without losing sight of the user or the business goal.

WHAT I DO

01

WEB

XXI CENTURY MARTIAL ARTS LLC



WHY TRAIN?

Because Real Violence Doesn't Follow Rules.

Self-defense is more than learning how to throw a punch. Training prepares you to recognize threats, react under pressure, protect yourself and others, and make decisions when situations don't go as planned.

A

AWARENESS

B

BRAVERY

C

CONFIDENCE

D

DEFENSE

E

EMPOWERMENT

F

FORTITUDE

[READ MORE →](#)

PRIVATE LESSONS AVAILABLE

Want more individualized instruction? Private training is available for students looking to focus on specific techniques, improve weaknesses or progress at their own pace.

[ASK ABOUT PRIVATE LESSONS →](#)



Website Strategy • UX/UI • Responsive Design

The challenge was turning 32 years of coaching experience into a site a first-time visitor could understand in seconds. I organized six programs, schedules, credentials, FAQs, and contact paths into a mobile-first Wix Studio experience. Focused art direction, responsive layouts, accessibility, foundational SEO, and direct calls to action establish credibility and make the next step obvious.

XXI Century Martial Arts LLC

© 2026 by 21st Century Martial Arts LLC

Contact

(636) 271-7006

600 E Osage St, Pacific, MO 63069

Navigation

[Home](#)[About](#)[Contact](#)

Social

[Facebook](#)[Instagram](#)

[Classes](#)

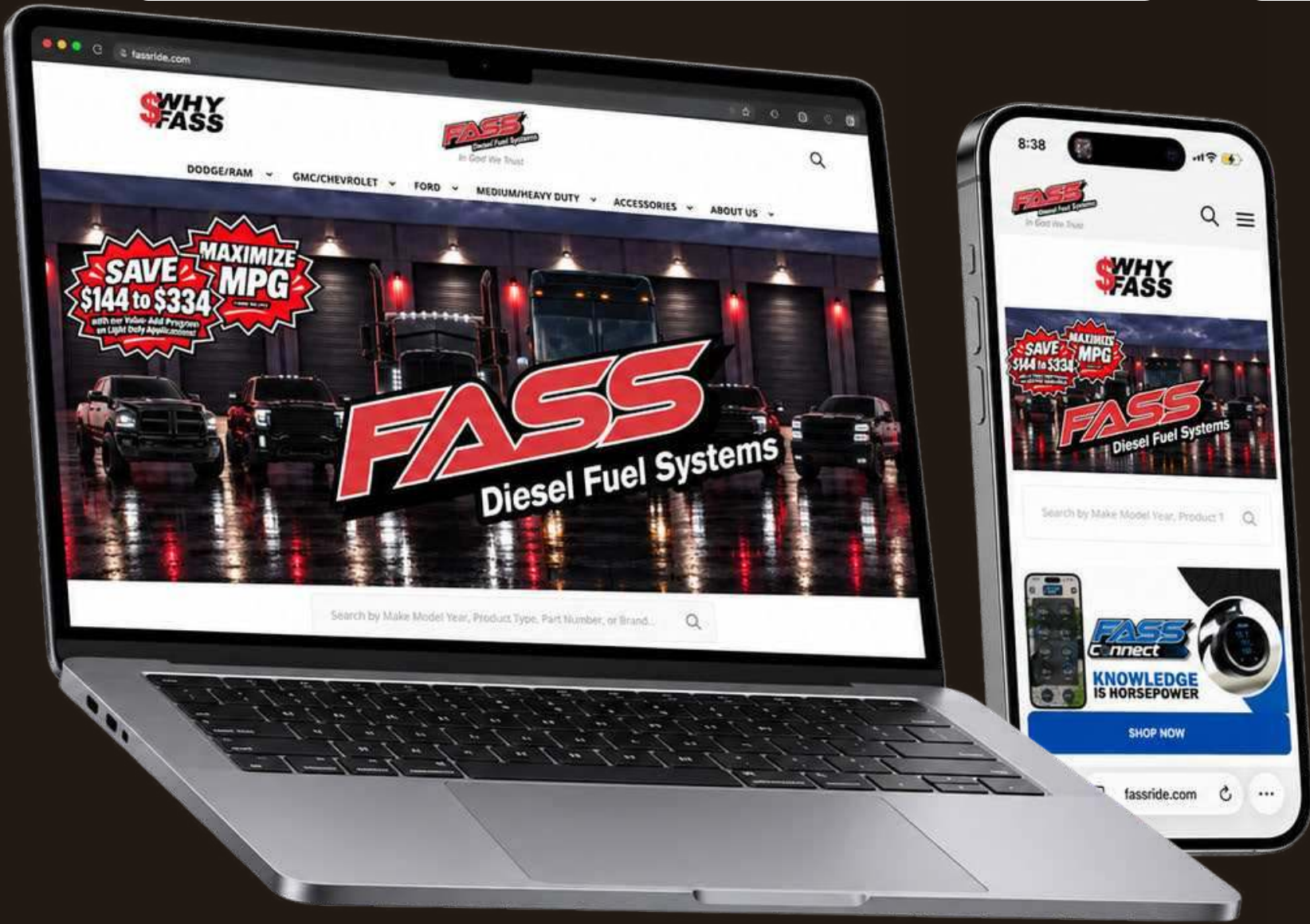
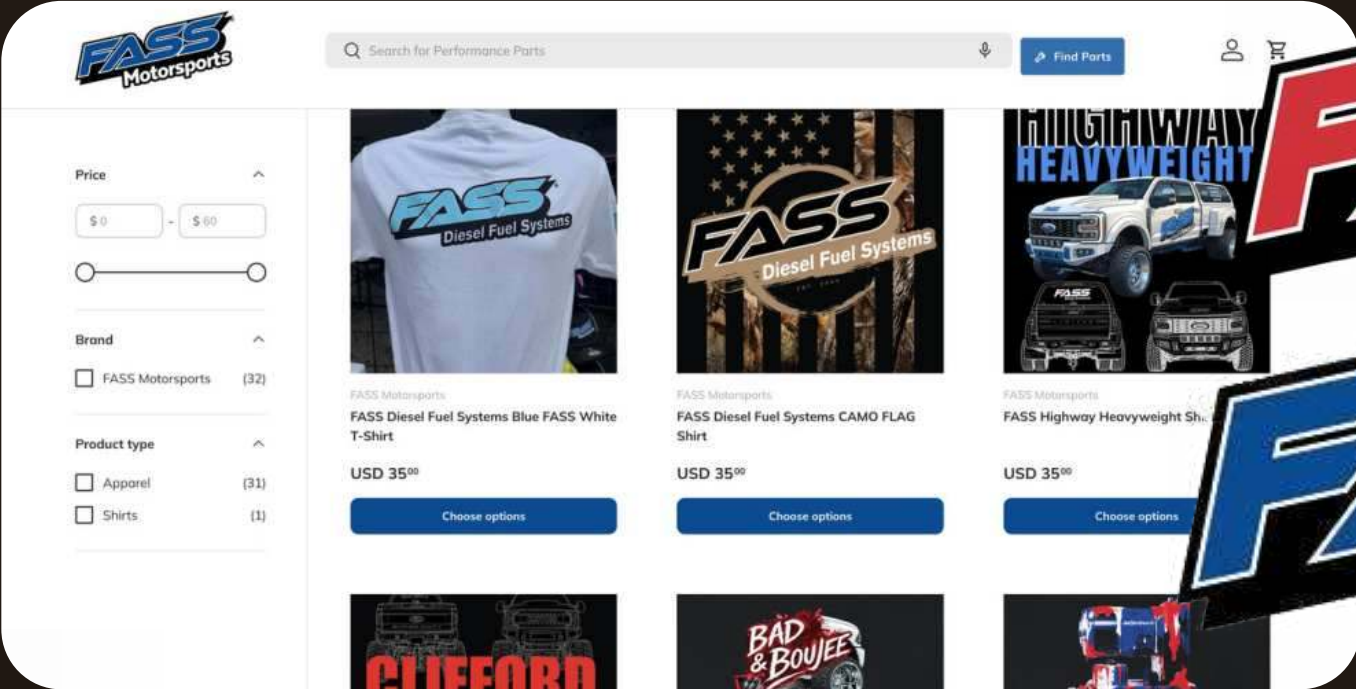
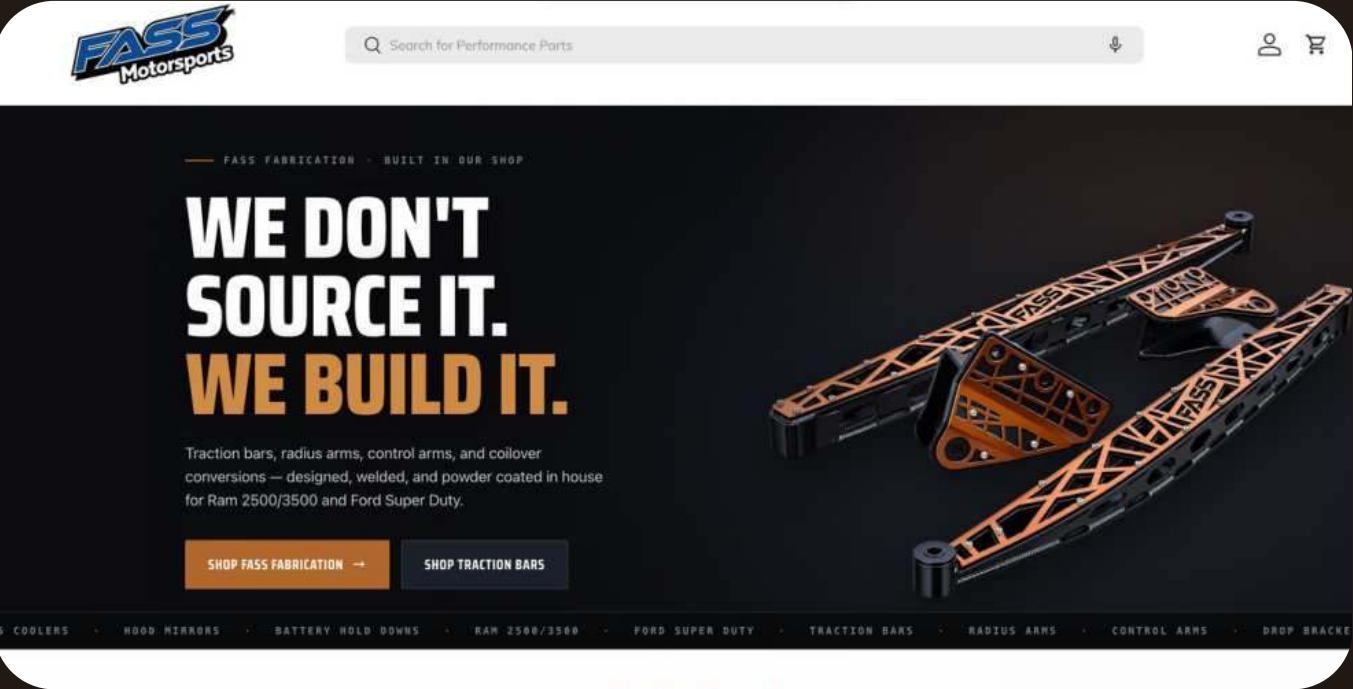
[Schedule](#)

[About](#)

[FAQs](#)

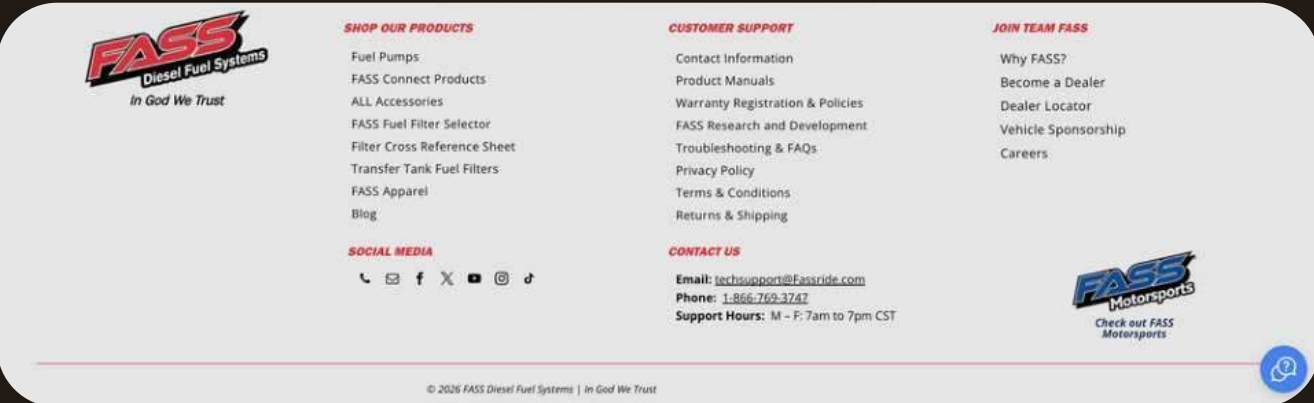
[Contact](#)

FASS SOLUTIONS



Web Design • E-Commerce • CMS Management

Diesel-performance products demand technical accuracy, but customers still need to find the right information quickly. At FASS, I design and maintain mobile-first web and e-commerce content in WebAct CMS and Midway Plus for a site where mobile accounts for 74% of traffic. I turn specifications, fitment, benefits, and supporting media into responsive page structures and optimized WebP assets, carrying updates through CMS implementation, SEO support, accessibility checks, and final QA.



KEY THE BALL

EPIC ORIGINS

Key The Ball is a sports performance and leadership platform focused on empowering female athletes and coaches. Founded by Ashley Cornwell (Head of Coaching Development for the WNFC), it offers specialized mentorship, mental training, and resources to help women thrive in competitive sports.

ARTICLES



Editorial Web Design • UX/UI • Interactive Design

A content-rich editorial platform needs a strong point of view without making readers work to find stories. I redesigned this faith-based football platform in Wix Studio as a mobile-first experience for women in sports, athletes, coaches, and industry professionals. Topic-led architecture, responsive article layouts, simplified navigation, and clear newsletter and membership paths make the content easier to explore, while a premium black-and-purple system and interactive 3D football elements give the brand a distinctive editorial voice.



02

CAMPAIGNS

DIGITAL

A key visual should communicate the campaign before the copy does. These independent studies translate brand positioning into distinct visual directions through typography, imagery, color, and composition, creating flexible systems that extend across web, social, email, display, and print.



AUREN

INTERIORS

Thoughtfully Designed Living



Typography

Aa

Primary Font
Canela
Elegant, sculptural headlines

Aa

Secondary Font
Neue Haas Grotesk
Clean, modern body copy



Color Palette

Limestone
#E6DED2

Warm Sand
#CDBBA5

Muted Clay
#B5886B

Olive Smoke
#7B7A68

Charcoal
#2B2723

LUXURY INTERIOR DESIGN

We create timeless interiors rooted in warmth, balance, and intentional detail. Each space is designed to feel elevated, functional, and deeply personal.

REFINED • CALM • CURATED



Our Design Pillars

Timeless Design
Spaces that last beyond trends.

Quiet Luxury
Understated elegance in every detail.

Material Harmony
Natural textures, considered layers.

Intentional Comfort
Beautiful spaces for real life.

Bespoke interiors for modern living

Simple.
Layered.
Luxurious.

HUDSON, NEW YORK

THE MAKER

Artful Stays for Modern Romantics

HISTORY
HOSPITALITY
CREATIVITY
BELONGING

A MORE
BEAUTIFUL
WAY TO
STAY

Color Palette

CLARET
#722832

CONSERVATORY GREEN
#444D37

CANDLELIGHT CREAM
#E8DDC9

ANTIQUE BRASS
#B08D4F

INK
#1B1B1B

Moodboard Inspiration



Brand Typography

Aa

Playfair Display
HEADLINES & LOGO

Elegant, expressive, and timeless.
A serif with character, perfect for the romantic spirit of The Maker.

Aa

Cormorant Italic
ACCENT & DETAILS

Refined and artistic. Adds a sense of romance, creativity, and individuality to the brand voice.

Aa

Montserrat
BODY & SUPPORTING TEXT

Modern, clean, and versatile.
Brings balance and clarity, letting the story speak through.

MAISON VARELLE

Defined by Elegance

Aa

Primary Serif
Elegant headlines for timeless luxury.

Aa

Accent Script
Refined signature details with graceful flair.

Aa

Body Sans
Clean modern type for clear, elevated communication.

Espresso

Bordeaux

Taupe

Ivory



Quiet
Luxury.
Bold
Presence

LUXURY FASHION
FOR MODERN ICONS



MAISON VARELLE

TIMELESS SILHOUETTES • REFINED TEXTURE • ELEVATED DETAIL

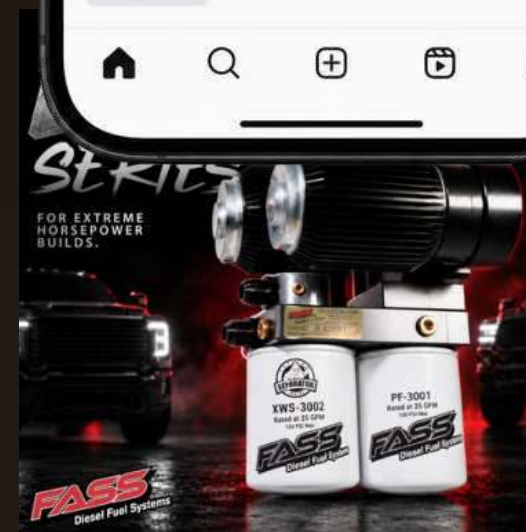






CAMPAIGN KEY VISUALS

SOCIAL



Technical products lose attention when every post explains too much. I built two modular FASS campaign systems focused on one message at a time, using concise copy, strong hierarchy, product compositing, and consistent art direction across placements.

AD POSTS

EMAIL

I design lifecycle, launch, SaaS, editorial, and promotional emails with clear hierarchy, scannable messaging, focused CTAs, and flexible layouts built for engagement and reuse.



FINISH YOUR BUILD.

SAVE OVER

TIME.



Your FASS Motorsports cart is still waiting!

With Affirm and Shop Pay available at checkout, eligible customers can choose a payment option that makes a larger purchase more manageable.

[Return To Checkout](#)



Get the parts now. Choose how you pay later.



Flexible Payment Options



Choose What Works for You



Performance Without the Delay

Why FASS Motorsports?



We make performance-focused products developed for trucks that demand more.



Durable components engineered to perform under demanding conditions.



Premium fuel-system solutions designed to support serious diesel power.

Your cart is still ready!

The products you selected are still waiting, but availability can change.

[Complete Your Order](#)





FRAGRANCES.
DISCOVERY
OUR STORY

MATERIE
PREMIERE

RAW INGREDIENTS.
RADICAL SIGNATURES.

EXCEPTIONAL NATURAL INGREDIENTS

DISCOVER THE COLLECTION.

Raw materials. Radical signatures.

Rare. Radical. Close to the source. Our fragrances are composed with an uncompromising vision.

SHOP NOW →

THE DISCOVERY

A NEW APPROACH TO FINE PERFUMERY.

Founder Aurelien Guichard builds each fragrance around a rare natural ingredient and its many facets.

A more conscious, more creative and more transparent way to experience olfaction at its most essential.

NATURAL INGREDIENTS

The finest raw materials, responsibly sourced.

TRANSPARENT FORMULAS

Progressive, more conscious perfumery.

PURIFIED FORMULAS

Purified formulas for a more authentic expression.

EXTRAORDINARY INGREDIENTS. UNFORGETTABLE IMPRESSIONS.

RADICAL ROSE

A radiant signature.

SHOP NOW →

CRYSTAL SAFFRON

A luminous spice.

SHOP NOW →

VANILLA POWDER

A modern gourmand.

SHOP NOW →

MATERIE PREMIERE

DISCOVERY SET
EAU DE PARFUM

EXPLORE

THE EXTRAIT DISCOVERY SET.

A curated introduction to five iconic fragrances. A new way to find your signature.

SHOP NOW →

REAL INGREDIENTS. REAL CONNECTIONS.

★★★★★

"A bold and contemporary vision of perfumery. The quality of the natural ingredients is extraordinary."

— EMMA L.

★★★★★

"Pure and addictive, each of the fragrances tells a unique story with remarkable authenticity."

— DAVID E.

★★★★★

"Matière Premiere has redefined modern perfumery. An exceptional experience from start to finish."

— SOPHIE M.

A MORE CONSCIOUS TOMORROW

Find your signature.

Exceptional raw materials. Lasting impressions. A more conscious approach to perfumery.

SHOP THE COLLECTION →

CRAFTED WITH INTENTION

COMPLEMENTARY SHIPPING

SAMPLES WITH EVERY ORDER



Platform
Customers
Resources
Talk to sales →

PRODUCT UPDATE • Q4

Welcome to agentic revenue.

Attio is the CRM that builds pipeline, advances deals, and grows accounts around the clock.

This quarter we're making it easier than ever to put AI to work across your go-to-market motion — with Ask Attio, more powerful workflows, and expanded reporting to help you move faster and go further.

[READ THE UPDATE →](#)
[BOOK A DEMO](#)

A more productive, connected revenue team.



Thousands of companies

From high-growth startups to global enterprises.



83% faster lead triage

Turn signals into conversations, instantly.



25% revenue boost

Customers saw 25% higher revenue on average.



Real-time forecasting

Always know where you stand.

What's new in Attio

Three powerful updates to help you build, automate, and scale your revenue engine.



Ask Attio NEW

Search, create, and update records with AI.

- Natural language search across your CRM
- Create and enrich records instantly
- Turn conversation into action



Workflows

Orchestrate revenue motions automatically.

- Trigger actions from any signal
- Keep data clean and up to date
- Automate outreach, routing and follow-ups



Forecasts & reporting

Insights in real time.

- Custom reports for every team
- Real-time pipeline visibility
- Spot risk and opportunity earlier

FEATURE SPOTLIGHT

Ask Attio

Your AI teammate for revenue.

Get answers, take action, and keep your CRM up to date — all in natural language.

[TRY ASK ATTIO →](#)

Ask Attio

Find companies that visited our pricing page last week

- Found 12 companies
- Stripe high intent
- Figma high intent
- Linear medium
- Vercel medium
- Notion low

- Search and create with AI
Find the right accounts, create records, and enrich data instantly.
- Score companies from recent activity
Identify high-intent accounts based on real signals.
- Write updates back to your CRM
Turn insights into action without leaving Attio.

CUSTOMER STORY

83% faster lead triage.

How Granola turns product signals into revenue at scale.

Granola uses Attio to capture product signals, identify high-intent accounts, and automate outreach — reducing their lead triage time by 83% and helping them scale revenue with a lean team.

[READ THE FULL STORY →](#)



From product signal to pipeline in minutes, not days.

83% faster lead triage

2x more qualified meetings

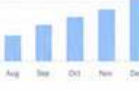
Leaner go-to-market team

granola

Overview Activity Deals

Total pipeline **\$6.4M** ↑ 22%

Active deals **28** ↑ 40%



YOUR REVENUE, IN FOCUS

Turn data into momentum.

Get the visibility you need to make faster, smarter decisions.

Pipeline created

\$12.4M

↑ 28%



Lead response time

2.4 hours

↓ 83%



Forecast visibility

87%

↑ 21%



JOIN US LIVE

See Attio in action.

Join our product team for a live walkthrough of the latest product updates, including Ask Attio, workflows, and reporting. Get practical tips, see real use cases, and bring your questions.

[REGISTER FOR THE WEBINAR →](#)
[VIEW THE GUIDE](#)



Hosted by the Attio team
30 min • live Q&A



Live product walkthrough

Thu, Jan 23, 2026
10:00 AM PT / 1:00 PM ET

[illegible]

A MORE CONSIDERED HOLIDAY SEASON | 20% OFF SITEWIDE | LIMITED TIME ONLY

HAWKINS NEW YORK

Tabletop Kitchen Bedding Bath Decor Gifts Good Design for a Calmer Home.

THE REALLY GOOD SALE

20% OFF SITEWIDE

The useful stuff. The beautiful stuff.
The stuff you've been thinking about.

[SHOP THE SALE](#)

20% OFF SITEWIDE
No exclusions.

LIMITED TIME ONLY
While supplies last.

THOUGHTFUL DESIGN
For everyday living.

Tabletop
For meals big and small.
[SHOP TABLETOP →](#)

Bedding
Better rest, brighter days.
[SHOP BEDDING →](#)

Bath
Everyday rituals, elevated.
[SHOP BATH →](#)

Decor
Pieces with a purpose.
[SHOP DECOR →](#)

A FEW FAVORITES [See More](#)

Essential Glass Mug
(Set of 2)
\$40 \$36.40

Big Salad Bowl
(Spackle)
\$90 \$78.40

Linen Throw
(Ochre Stripe)
\$100 \$102.40

Stacking Candle Holder
\$20 \$28.80

A calmer home for brighter days.

Objects for living well — today,
tomorrow and all the in-betweens.

Gifts that don't feel like gifts you panic-bought.

Considered picks for everyone on your list (including you).

[SHOP GIFTS](#)

FOR A MORE CONSIDERED HOLIDAY SEASON

20% OFF SITEWIDE

[SHOP NOW](#)

Free U.S. Shipping On orders \$75+

Easy Returns 30 days

A More Considered Home Since 2013

Join Our Community @hawkinsnewyork

HAWKINS NEW YORK

About Journal Sustainability FAQ Contact

[Instagram](#) [Pinterest](#) [Facebook](#) [Twitter](#) [YouTube](#)

*Photos copyright © - not an official Hawkins New York campaign.

CAMPAIGN EXTENSIONS

INSTAGRAM FEED AD
1080 x 1080

INSTAGRAM STORY
1080 x 1920

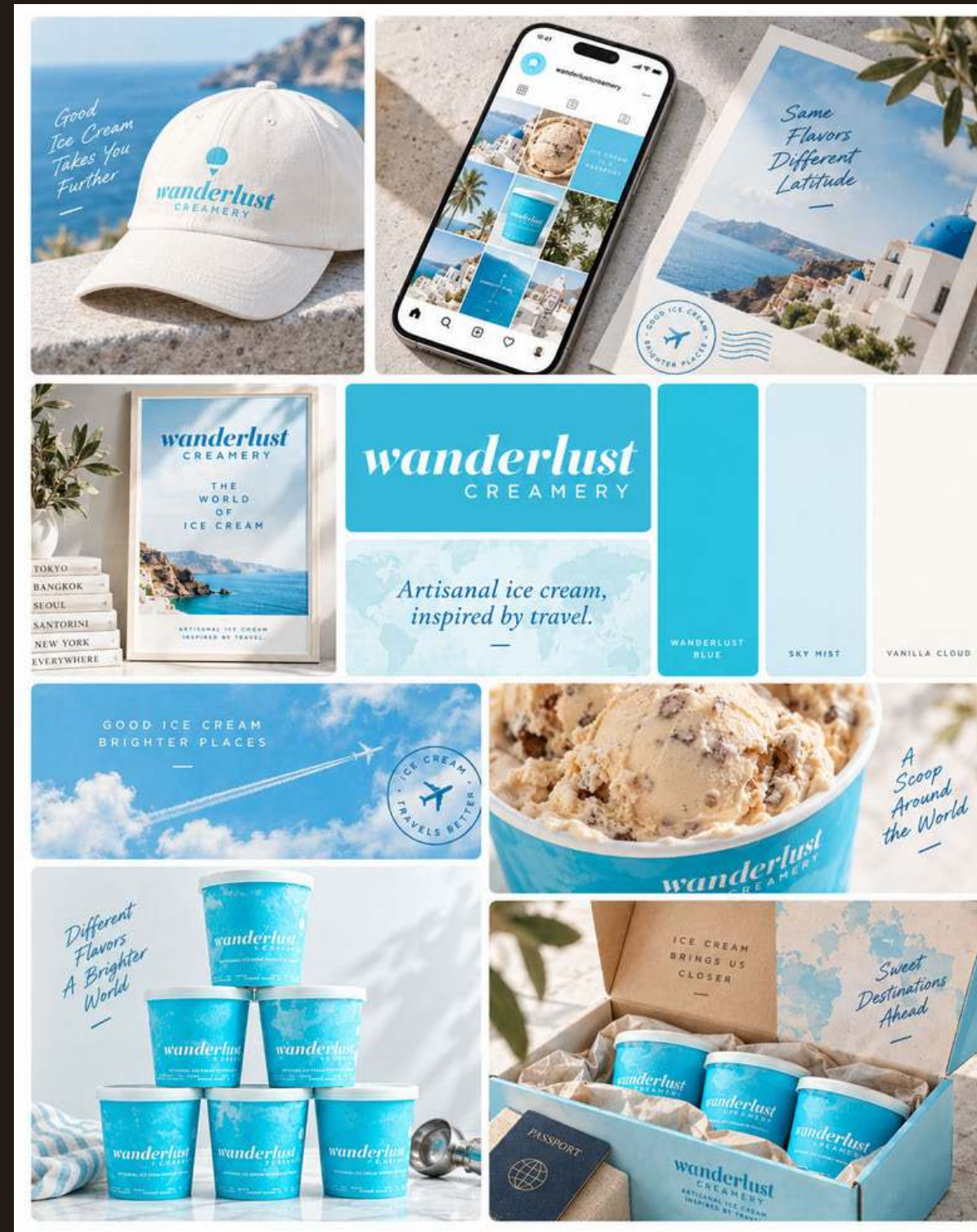
WEBSITE / DISPLAY BANNER
1200 x 628

NEWSLETTERS

ADVERTISING



These three concept campaigns show how I extend an established identity without diluting it. I define the campaign idea, key visual, typography, message hierarchy, color, and layout rules, then adapt the system for social, display, and promotional placements. The result is advertising that remains recognizable at a glance while giving each brand a distinct point of view.



DIGITAL ADS

03

BRANDING

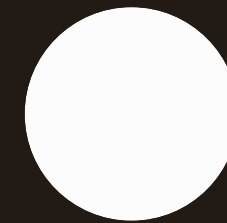
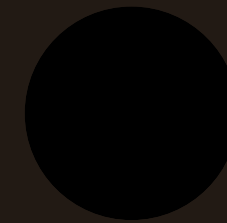
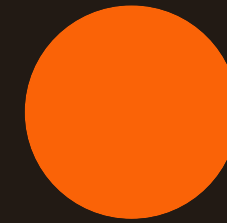
IDENTITY



LOGOS

IDENTITY

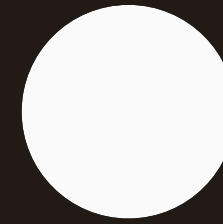
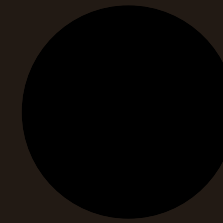
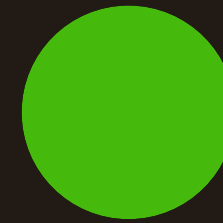
Summit Ridge needed to feel rugged without becoming generic. The identity pairs a custom SR monogram with a structural roofline and a high-contrast orange, black, and white palette built for visibility. Applications across signage, machinery, tools, and apparel test the mark at different scales and show how the system holds together in demanding physical environments.



COLOR PALETTES / PRODUCT MOCKUPS

IDENTITY

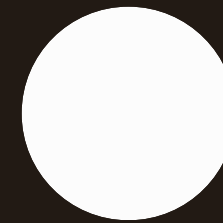
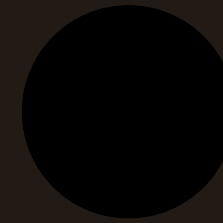
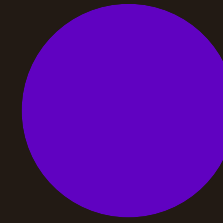
Raven Motors takes a more refined approach: a custom R integrated into a vehicle silhouette and supported by a bold green, black, and white palette. I tested the mark where automotive brands live; badges, engine components, wheel center caps, leather details, and apparel, to balance premium character with the precision required for small, material-driven applications.



COLOR PALETTES / PRODUCT MOCKUPS

IDENTITY

Forge Fitness is built around energy, not visual noise. A simplified performance mark communicates strength and forward motion, while scale, repetition, and high-contrast application give the system authority in physical spaces. Signage, training equipment, apparel, mats, and interiors show how one identity can shape an entire member experience.



COLOR PALETTES / PRODUCT MOCKUPS

SYSTEMS

A logo is only useful when other people can apply it correctly. These independent studies turn identity concepts into working systems by defining logo behavior, typography, color, spacing, imagery, and supporting graphic elements. Guidelines and reusable elements create enough structure for consistency while leaving room for each brand to grow across digital and print.

ROYAL SPICE — SIMPLE BRAND GUIDELINES

1. PRIMARY LOGO

Use this version on light backgrounds as the main logo.



2. REVERSE LOGO

Use this version on dark backgrounds.



3. ICON / EMBLEM

Use the icon on its own for small applications, social media, or brand marks.



4. COLOR PALETTE

Our brand is built on a bold and elegant palette of red, black and white.

Color	Hex	Meaning
Red	#C8102E	Innovation, Trust, Progress
Black	#000000	Strength, Sophistication, Focus
White	#FFFFFF	Clarity, Simplicity, Balance

5. TYPOGRAPHY

A refined and elegant type system that reflects our premium and authentic Indian dining experience.

Display Serif
Used for the brand name and headlines. Elegant, bold and refined.

Supporting Sans
Used for supporting text, menu items and general communication. Clean and modern with wide letter spacing.

6. CLEAR SPACE

Keep a minimum clear space around the logo equal to the height of the "R" from the word ROYAL on all sides.



7. DO / DON'T

A few simple rules to keep the Royal Spice brand looking consistent and professional.

- Do use the logo in its original colors on a light background.
- Don't stretch or distort the logo.
- Don't change the colors of the logo.
- Don't place the logo on busy backgrounds.

BRAND GUIDELINES — INNOVATION DRIVES TOMORROW

PRIMARY LOGO



LOGO VARIATIONS

Full Color (Dark Background)	Full Color (Light Background)	Monochrome (Accent Background)

COLOR PALETTE

Primary Blue	Black	White	Light Gray
#006CFF	#000000	#FFFFFF	#F4F6F9
Innovation, Trust, Progress	Strength, Sophistication, Focus	Clarity, Simplicity, Balance	Clean, Modern, Versatile

TYPOGRAPHY

Primary Font: MONUMENT EXTENDED
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Secondary Font: MONTERRAT
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

LOGO ICON



CLEAR SPACE

Maintain a minimum clear space equal to the height of the "N" around the logo.



DO NOT

- Do not stretch or distort
- Do not change colors
- Do not rotate

MINIMUM SIZE

24 px
Minimum size for digital use.

BRAND APPLICATIONS



TECHNOLOGY FOR A BRIGHTER TOMORROW — NEXORA TECHNOLOGIES

STRIDE — BRAND GUIDELINES — FOOTWEAR FOR A BRIGHTER TOMORROW

PRIMARY LOGO

MOVE FURTHER EVERY DAY



REVERSE LOGO

REVERSE LOGO TO BE USED ON DARK BACKGROUNDS.



LOGO MARK



ICON CAN BE USED IN ISOLATION WHERE APPROPRIATE.

COLOR PALETTE

Black	White	Silver
#000000	#FFFFFF	#BFC0C2

TYPOGRAPHY

Primary Type (Logo):
STRIDE
CUSTOM / SPORTY SANS-SERIF (BOLD ITALIC)

Secondary Type (Supporting Text):
Montserrat
CLEAN. MODERN. VERSATILE.

BRAND ATTRIBUTES

Fast	Clean	Modern	Performance

CLEAR SPACE

MINIMUM CLEAR SPACE EQUAL TO X (HEIGHT OF LOGO MARK). KEEP THIS AREA FREE OF OTHER ELEMENTS.



STRIDE FOOTWEAR — MOVE FURTHER EVERY DAY

BRAND GUIDELINES / VISUAL ELEMENTS

TYPOGRAPHY

STRIDE

**MOVE
FURTHER.**

Engineered for speed.
Designed for everyday
performance.



LIGHTWEIGHT / MODERN / PERFORMANCE FOOTWEAR

SHOP THE DROP →

**GOOD
FOOD**

INDIAN
CUISINE



BUILT ON A

**STRONGER
TOMORROW**

QUALITY WORK.
LASTING RESULTS.

RESIDENTIAL / COMMERCIAL / INDUSTRIAL



NEXORA
TECHNOLOGIES

**NEXT
SHIFT**

SYSTEMS / CLARITY / PROGRESS



TECHNOLOGY FOR WHAT'S NEXT

RUN



INDIA

BOLD
—
RICH
—
TIMELESS



BUILD

BETTER



NEXORA
TECHNOLOGIES

SYNC

SYSTEMS / SPEED / CLARITY



TECHNOLOGY FOR WHAT'S NEXT

TYPOGRAPHY

04

PRINT

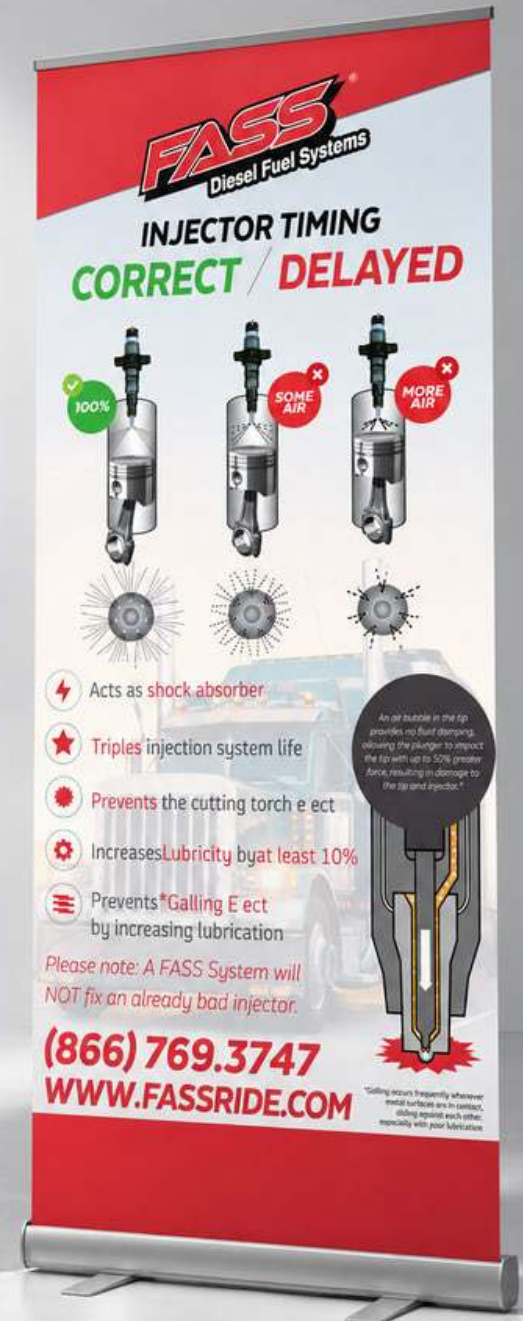
EDITORIAL

Print has to work at its physical scale, not just on a monitor. At FASS, I translate dense diesel information and campaign goals into editorial publications, sales collateral, package inserts, apparel, billboards, banners, and event displays. Each piece is designed for its real-world context; audience, format, viewing distance, hierarchy, image resolution, bleeds, and vendor requirements, so the final work is readable, brand-consistent, and production-ready. The result is print that supports product education, sales, events, and campaign visibility while maintaining a cohesive visual system across every format.



MAGAZINES / BROCHURES

ENVIRONMENTAL



BILLBOARDS / BANNERS / FLAGS

COLLATERAL



FLYERS / CARDS / PACKAGE SLIPS / SHIRTS

05

MEDIA

PHOTOGRAPHY

Photography is part of the design system, not a finishing step. I capture product, real estate, and aerial imagery with DSLR cameras and FAA-certified drone operation, then refine it in Photoshop and Lightroom through retouching, compositing, and optimization. Each image is prepared for e-commerce, web, social, campaign, or print use.



COMMERCIAL PHOTOGRAPHY / PHOTO EDITING

VIDEOGRAPHY

Video earns attention through structure, not effects. I take projects from concept, scripting, and shot planning through professional camera and FAA-certified drone capture, editing, and final delivery in Adobe Premiere Pro and CapCut Pro. Composition, pacing, color grading, audio editing, typography, transitions, and motion graphics turn product demonstrations, campaigns, and brand stories into focused visual narratives. I approach every project with the final platform in mind, balancing storytelling with brand consistency and audience attention. Planning for reuse from the start allows each concept to adapt into channel-specific runtimes, aspect ratios, cutdowns, and exports without weakening the core idea.



VIDEO PRODUCTION / VIDEO EDITING

AI

STRIDE / Gnerative Campaign System



An AI-directed study extending one STRIDE product reference into performance and editorial campaign imagery.

ROLE

Creative Direction • Prompt Development • Iteration • Campaign Design

PROCESS

Reference → Generate → Refine → Deliver

PROMPT CONTROL

“Preserve the product and branding; vary only composition, lighting, environment, and mood.” - (extremely summarized)

OUTPUTS

Product Reference • Key Visual • Editorial Campaign

TOOL

Nano Banana Pro | 3:4 / 4k

Independent concept. Direction, prompting, selection, and layout by Makenna Lewison. AI-generated imagery.



Refrence
Image

PRODUCT VISUALIZATION

THANK
YOU

mlewis11@saic.edu

(573) 587-6229