

# RAY VENTOR LEWIS

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## Summary

I am a Creative Technologist specializing in the intersection of code and cinema. With a background in Interactive Media Design and as the Lead Strategist at Left or Right Strategy, I build high-performance digital experiences using GSAP, 3D asset pipelines, and clean JavaScript. I focus on bridging the gap between cinematic motion graphics and functional front-end development to build real-world projects that solve complex problems.

## Skills

- **Design:** Expert in Adobe Illustrator and Photoshop for clean layouts and vector assets.
- **Development:** Clean, semantic HTML, CSS, and JavaScript.
- **Interactive/3D:** High-performance web animations using GSAP, Blender, textures and 3D asset optimization for the web.
- **Marketing & Data:** SEO strategy, data analysis, and digital marketing.
- **Organization:** Strong file management and a commitment to keeping projects on schedule.

## Experience

### ***Left or Right Strategy (leftorright.ca)***

*Lead Creative Technologist (Freelance) | January 2024 – Present*

- Design and develop engaging websites that focus heavily on the user experience.
- Utilize Figma and Adobe Creative Suite to produce compelling visual branding for a variety of clients.
- Implement front-end development (HTML/CSS/JS) to ensure designs are translated perfectly into functional sites.
- Integrated 3D web elements and optimized assets to provide immersive visuals without slowing download speeds.
- Manage the full digital lifecycle for clients, from initial mock-ups to the final line of code.

- Lead data analysis, SEO, and marketing efforts to ensure client sites get seen by the right people.
- Handle technical troubleshooting and mobile optimization to ensure a seamless experience across all devices.
- Ensure all digital content is accessible and meets high-performance standards.

## Education

### *Interactive Media Design*

#### *Durham College Advanced Diploma - May 2026*

- **Focus:** UX Design, Web Development, and Digital Media.
- Currently maintaining a strong foundation in 3D asset pipelines and emerging web technologies.

## Qualifications

- **Visual Design:** Strong eye for typography, layout, and modern UI/UX principles.
- **Platform Knowledge:** Proficient in Visual Studio Code, WordPress for front-end development and site management.
- **Soft Skills:** Excellent communication and a proven ability to collaborate across different teams (Marketing, Product, and Engineering).
- **Efficiency:** Capable of managing multiple projects and tight deadlines while running two freelance ventures.