

Howard University
Adjunct Lecturer, Art
sydnea.lewis@howard.edu

Ms. Sydnea Deboriah Lewis

EDUCATION

MA, Graphic Design

Florence Design Academy, Italy, 2014

BFA, Fine Arts, Graphic Design – Magna Cum Laude

Howard University, Washington DC, 2013

PROFESSIONAL APPOINTMENTS

Howard University, College of Fine Arts, Art – Adjunct Professor

Fall 2021 – PRESENT

- ARTD 112, Production and Portfolio Techniques I, Fall 2022
- ARTD 115, Digital Design I, Fall 2021, 2022
- ARTD 122, Digital Design II, Spring 2022, 2023
- ARTD 125, Industry Prep & Entrepreneur, Spring 2022, 2023
- ARTE 086, Multi-Media I, Fall 2022

RELEVANT EXPERIENCE

CEO, Lead Design Strategist – Creative Obsessions, LLC

Washington, DC | October 2011 – PRESENT

- Internationally known Design and Marketing agency specializing in brand development, website design, marketing and creative advertising.
- Worked with small and medium sized companies to create design collateral.

CEO, Yoga Teacher – *Bamboo Balance, LLC*

Washington, DC | October 2016 – PRESENT

- Teach a variety of yoga classes to individuals, schools, corporations, and public events.
- Employee teachers to teach corporate contracts

Marketing Manager + Design Strategist – *Circe Yoga*

Washington, DC | October 2016 – PRESENT

- Develop and implement marketing strategies that drive business growth and increase brand awareness
- Identify target audiences and develop marketing campaigns that engage, inform and motivate them
- Create engaging social media posts and email marketing materials to connect with audience
- Manage in-studio marketing collateral

SPEAKING + MEDIA ENGAGEMENTS

Podcast Interview – *Hint of Hustle with Heather Sager, August 2023*

Topic: Taming Imposter Syndrome with Sydnea Lewis

Link:

<https://podcasts.apple.com/us/podcast/taming-imposter-syndrome-with-sydnea-lewis/id1478078307?i=1000625540050>

Podcast Interview – *Build Your Difference with Pierre Walters, June 2023*

Topic: Sydnea Lewis Introduces Creative Obsessions

Link:

<https://podcasters.spotify.com/pod/show/buildyourdifference/episodes/Sydnea-Lewis-Introduces-Creative-Obsessions-e25k8k6>

Workshop Presenter – *Watermark Engage Conference, Austin, TX June 2023*

Topic: Mindfulness in the Classroom to Avoid Burnout

TV Interview – *Build Your Difference: Small Business 21st Century*, May 2023

Topic: Building a Strong Brand

Link: <https://www.youtube.com/watch?v=TX1Ryox0LCM>

PROFESSIONAL/PERSONAL SERVICE

Director – *National Alumni Council for Undergraduate Membership*

Divine, Intelligent, Versatile Artists,
The Society for Women in the Arts, Incorporated
Washington, DC | June 2020 – PRESENT

- Oversee council that mentors and supports students in the College of Fine Arts, Howard University.
- Responsibilities involve organizing and running events, working with local artists and organizations to develop partnerships, and encouraging students to take on leadership roles on campus.
- Responsible for communicating with faculty members and administrators to ensure that the council is aligned with the broader goals and objectives of the organization and Howard.

HONORS AND AWARDS

Participant – *Walker's Legacy, Prospectus Accelerator*

Virtual | Fall 2020

- 3 Month Business Accelerator to support the growth of Creative Obsessions, LLC
- Worked with other professionals in the industry to create a well-structured business plan that would enable the company to expand its operations and reach new customers.
- Presented company Prospectus to industry peers and mentors.

REFERENCES

Audrey Calloway

Senior Designer, Xavier University

calloway@xavier.edu, 513-745-3432

Desire' L. DuBose

Fine and Performing Arts Administrator, Bowie State University
ddubose@bowiestate.edu, 202-870-8861

Roz White

Teaching Artist, Duke Ellington School of the Arts
rozwhitesings@gmail.com, 202-893-5668