



Betsy Lyon | 527 23rd Ave., No. 218, Oakland, CA | betsysf@yahoo.com | www.betsylyoncreative.com | linkedin.com/in/betsylyon

SKILLS

- Visual Design
- Interactive Design
- Responsive HTML/CSS Dev
- Wordpress customization
- Wireframes & prototypes
- Pitch Decks
- Display Ads (Banners)
- Print Design

I HAVE OVER 15 YEARS OF DESIGN EXPERIENCE, AND CAN BUILD A WEB PRESENCE THAT IS ATTRACTIVE AND EASY TO USE. I SPECIALIZE IN VISUAL DESIGN, UX/UI DESIGN, AND PROTOTYPING, AND AM SKILLED AT MANY OTHER THINGS. I AM AN INDIVIDUAL CONTRIBUTOR WHO CAN MAKE EXECUTIVE DECISIONS AND WORKS WELL ON A TEAM. WHAT THAT MEANS IS, WHEN I AM MAKING THINGS... I AM DOING WHAT I LOVE.

I invite you to visit my website at www.betsylyoncreative.com, where you will find more details about me and my work experience.

REFERENCES WILL BE PROVIDED UPON REQUEST

WORK EXPERIENCE

Betsy Lyon Creative

[Various Bay Area Locations, California: March 2012 - Present]

Freelance work doing web design, web production, flash animation and visual design. Clients include Atmel, Mad Plum, Formium, Hub Strategy, Clear Ink., and Gyro Int'l.

WorkSpan

[Redwood City, July 2015 - July 2017]

UX/UI Design Lead. Everything from designing interactivity, building wireframes, creating SVG icons and producing pixel-perfect layouts, organizing designs for front end developers to use in their build. My goal was to reduce friction while maintaining a brand consistency and delighting our core customer with attractive features and a great experience.

Google

[Mountain View, California: November 2009 - October 2011]

Interactive Design Lead. Project management, concepting, graphic and interactive design for dynamic ads. Responsible for maintaining the Teracent website including new pages for client review. Additional work includes inter-departmental requests for creative such as logos, marketing posters, presentations and sales support.

Teracent *Acquired by Google*

[San Mateo, California: April 2009 - November 2009]

Interactive Designer. Responsible for design and development of all dynamic display ads for clients such as HP, Overstock, and Match.com. Also responsible for designing, building and maintaining the corporate website.

Communication Arts Magazine

[San Francisco, California: November 2007 - November 2008]

Web Designer. Responsible for designing the new Online Competition user interface and experience, as well as re-designing and building microsites for the CA Store and the Media Kit using CSS. One year contract.

Graphic Language

[San Francisco, California: 1999 - 2000, April 2007 - November 2007]

Senior Web Designer for web design agency specializing in homebuilder websites. Responsibilities include all design for web interfaces, marketing materials and occasional logo design, information design, managing/retouching imagery and graphics.

Gap & Gap Brands

[San Francisco, California: January 2007 - April 2007, April 2012 - July 2015]

Digital photo retouching and color correction of product images for Gap Brands Online, including Banana Republic, Athleta, Gap and Old Navy. Specializing in marketing, on figure and laydown product images. Required comprehensive knowledge of Photoshop.

Mervyn's *Full-Time*

[Hayward, California: 2000 - 2004]

Technical Designer (print production) for the weekly circular; Technical Web Lead, responsible for managing and optimizing web assets for mervyns.com.