



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

STRENGTHS

- Pixel perfect design layouts
- Neat & clean HTML/CSS code
- Frictionless interaction design
- Excellent problem solving skills
- Clear communication & documentation
- Whip fast, accurate, and professional

SOFTWARE

I am proficient in: Adobe Photoshop, Illustrator and InDesign; Sketch, UXPin, Atom, Webflow, WordPress, JIRA, Frontify, InVision, Zeplin, SendGrid

WORK EXPERIENCE

WorkSpan

Design Lead

Redwood City, CA, July 2015-Aug 2017

- Design the interaction for their SaaS app; lead and coordinate with external design agencies
- Provide layouts & iterations, design net new pages & features, fine-tune on-boarding
- Establish brand guidelines, oversee design compliance, design & dev WorkSpan websites

Google

Interactive Design Lead

Mountain View, CA, Nov 2009-Oct 2011

- Design & develop bespoke dynamic display ads for top-tier clients like Priceline and Adidas
- Design & develop templates for dynamic display ads used by mid-level clients
- Design, develop and maintain info & spec micro-sites used within Google Rich Media

Teracent *(Acquired by Google)*

Interactive Designer

San Mateo, CA, April 2009-Nov 2009

- Design & develop bespoke dynamic display ads using Teracent's proprietary technology
- Design, develop and maintain the Teracent website, which was built using WordPress
- Coordinate with engineers to guarantee that the ads function properly

Betsy Lyon Creative

Freelance Designer

Bay Area, March 2012-Present

- Design & develop websites for small businesses such as Dynamo Donuts and SF Metalworks
- Produce Flash animations for clients such as Clear Ink, Formium, and Gyro Int'l
- Design logos, packaging and print design; build display ads for clients such as Atmel

CommArts Magazine

UX/UI Designer

San Francisco, CA, Nov 2007-Nov 2008

- Design the interaction and user interface of new online competitions micro-site
- Design and develop promotional display ads and promotional HTML emails
- Design and develop their Media Kit micro-site, learning CSS in real time.

Graphic Language

Senior Web Designer

San Francisco, CA, 1999-2000; April -Nov 2007

- Design 6+ corporate websites for clients, which were primarily large Homebuilders
- Deliver design files to engineers and front end developers, and assist in pixel perfection
- Design and animate accompanying promotional and event web banners for said clients

Gap & Gap Brands

Digital Photo Retoucher

San Francisco, CA, April 2012-July 2015

- Retouch on-figure and lay-down images for Banana Republic Factory, Old Navy and Gap
- Knock out backgrounds, add shadows, smooth & shape models, color correct to match product
- Establish skin texture actions to share with other retouchers

Mervyn's

Technical Designer

Hayward, CA, April 2000-Nov 2004

- Create and lead the Web Team to establish Mervyn's first online presence
- Tech the pages for the weekly insert, prepare them for the printer
- Coordinate with designers on design changes

EDUCATION BFA from Pratt Institute, cum laude, Communication Design/Illustration. Graduated in May of 1989.

NOTABLE Published in *The Perfect Digital Portfolio*, 2003; selected for Cool Homepages Site of the Day, 2008