



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

## STRENGTHS

- Solid design sensibility & ideation
- Pixel perfect design layouts
- Frictionless interaction design
- Excellent problem solving skills
- Clear communication & documentation
- Whip fast, accurate, and professional

## SOFTWARE

Adobe Photoshop, Illustrator, InDesign and Media Encoder; Sketch, UXPin, Atom, Webflow, Shopify, WordPress, JIRA, Frontify, InVision, Zeplin, SendGrid

## WORK EXPERIENCE

### CBS Interactive

#### Ad Designer

San Francisco, CA, April 2018-Dec 2018

- Produced video "skybox" ad units, then published to CBS digital media properties
- Contributed illustrations for c|net.com's website and printed magazine
- Created infographics and "powerbar" ad units for clients such as Sprint

### WorkSpan

#### Design Lead

Redwood City, CA, July 2015-Aug 2017

- Interaction design for the Enterprise SaaS app; coordinated with external design agencies
- Provided layouts & iterations, designed net new pages & features, fine-tuned on-boarding
- Established brand guidelines & oversaw design compliance; designed first WorkSpan website

### Gap & Gap Brands

#### Digital Photo Retoucher

San Francisco, CA, April 2012-July 2015

- Retouched on-figure and lay-down photography for Banana Republic Factory, Old Navy & Gap
- Color corrected to match products, knocked out backgrounds, smoothed & shaped models
- Established standardized for models skin textures to distribute to other retouchers

### 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

- Designed dynamic display ads using Teracent's proprietary technology (acquired by Google)
- Designed, developed and maintained the Teracent website, which was built using WordPress
- Coordinated with engineers to guarantee that the ads function properly

### Betsy Lyon Creative

#### Freelance Designer

Bay Area, March 2012-Present

- Created responsive websites for small businesses & startups like WorkSpan and SF Metalworks
- Developed eCommerce sites using Shopify and Volusion; customized Wordpress sites
- Designed for packaging and print; created logos, built display ads for clients like Atmel

### CommArts Magazine

#### UX/UI Designer

San Francisco, CA, Nov 2007-Nov 2008

- Contracted to design and develop the UX/UI of their first online competitions micro-site
- Designed and built promotional display ads and promotional HTML emails
- Designed and developed their Media Kit micro-site, learning CSS in real time.

### Graphic Language

#### Senior Web Designer

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

- Designed 6+ corporate websites for clients, primarily large Bay Area Homebuilders
- Delivered design files to engineers and FEDs, and assisted in achieving pixel perfection
- Animated accompanying promotional and event web banners for clients using Flash

**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