

BETSY LYON

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🎓 Pratt Institute BFA in Communication Design



VISUAL / WEB DESIGNER

I am a full stack web designer, specializing in visual and UX/UI design. I love to collaborate with teams, find solutions to challenges, remove friction, and produce well designed artifacts. Content creation, smooth experiences, and designing clear and attractive interfaces is my jam.

WORK TIMELINE



SKILL SET

UX/UI Design
Visual Design
Wireframes & Prototypes
Low-fi & Hi-Fi mocks
Infographics
Design Thinking/Agile
SaaS Enterprise App
HTML/CSS
Wordpress & Shopify
Ad / Banner Design
Logos / Branding
Digital Photo Retouching
Strong adaptability

AREAS OF FOCUS



BONUS CAPABILITIES

I'M ALSO GOOD AT ILLUSTRATION, INFOGRAPHICS, AND IMAGE MANIPULATION



GREAT TEAMS I HAVE WORKED WITH



WELLS FARGO
Visual Designer
APRIL 2019 - FEB 2020

Visual design for a large multi-app B2B product rebuild, prototyping, journey mapping, storyboard & storytelling.

CBS INTERACTIVE
Ad Designer
APRIL 2018 - DEC 2018

Built Skybox and Powerbar ad units for CBS online properties; infographics for Sprint, Microsoft & Comcast

WORKSPAN
Design Lead
JULY 2015 - AUG 2017

UX/UI + Visual design, prototyping, and branding for this Enterprise SaaS app; teamed with agencies & engineers

GOOGLE
Interactive Designer
NOV 2009 - OCT 2011

Designed bespoke dynamic ad units for top-tier clients such as Adidas; designed ad templates for Rich Media.

TERACENT
Designer
APRIL 2009 - NOV 2009

Designed ad units using proprietary technology (acquired by Google); designed company website & collateral

COMMUNICATION ARTS
UX/UI Designer
NOV 2007 - NOV 2008

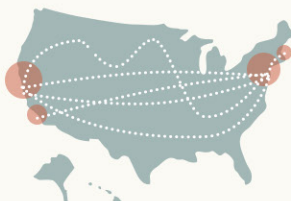
Experience, interaction, and visual design for their first competitions online submission microsite & media kit

GRAPHIC LANGUAGE
Senior Web Designer
1999-2000; APRIL 2007 - NOV 2007

Designed promotional websites for large Bay Area homebuilders; designed & built flash display ads



I HAVE LIVED IN 5 CITIES



and I have driven across the United States 13 times.

INTERESTS

