



Betsy Lyon
UX/UI AND VISUAL DESIGNER

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BASED IN THE SF BAY AREA
PRATT INSTITUTE ALUM
COMMUNICATION DESIGN



Experience in the Field



Silicon Valley Bank UX/UI Designer Nov 2020 - Present

- Led design for a POD within the SVB Go platform design team
- Conducted research for projects, including a signer database for both internal and client-facing users, and a new Live Chat feature
- Collaborated with product managers and developers to design the best user experience based on data, research, and user testing
- Built the first iteration of the Style Guide using Material UI components. Stress tested new color palette and fonts for a redesign.
- Designed and prototyped over 5 complex form flows, now digitized and accessible to the user 24/7, reducing administrative time by 30%, saving thousands of dollars and increasing customer satisfaction



Wells Fargo Visual Designer Apr 2019 - Jan 2020

- Designed artifacts for desktop and mobile B2B product redesign
- Created personas and a journey map to help the team understand where friction points were and how we could reduce them
- Developed print versions of statements, prioritizing accessibility
- Developed concepts for branding across the mobile app
- Brainstormed with team on experiences & information architecture
- Acted as an SME and made recommendations to the team



WorkSpan Lead Designer April 2015 - May 2017

- Worked directly with the founders to design the WorkSpan experience, executing both visual and experience design
- Iterated on designs, improving with each increment
- The team dogfooded all designs; no outside research was done due to budget constraints. A panel of key customers were consulted regularly to help inform the contents and services of the product.
- Developed layouts in Sketch, prototypes in InVision, and delivered Zeplin files to our developers, occasionally offering CSS guidance.
- Designed and developed a pitch deck that helped secure the next round of funding, Series C, equal to \$3M



Communication Arts UX/UI Designer Nov 2007 - Nov 2008

- Was recruited to design the first digital version of their Online Competition Submission experience
- Users ran the gamut from young & computer saavy to older, tech-resistant designers and artists. Understanding the needs and limitations of all our users was critical.
- Submitting entries for the annual competitions made the process faster and easier, resulting in a 15% increase in submissions and a 37% increase in entry fee revenue.
- Designed to the CommArts style resulting in seamless integration
- Designed and developed their Media Kit microsite for advertisers.



Elevator Pitch

I am a full stack web designer, specializing in UX/UI and Visual Design. I lead and collaborate with teams, design and advocate for the user, remove friction, and produce artifacts. I am a data-driven visual designer. Content creation, smooth experiences, and designing user-centric, handome interfaces are my jam.



Mission Statement

To create web experiences that not just look great and delight, but help *every* user of every capability get their tasks done in a clear, easy, fast, and empowering way.



Contextual Skills

- UX/UI and Visual Design
- Wireframing
- Prototyping
- Figma layouts
- Low-fi & Hi-Fi mocks
- Journey Maps
- Design Systems & Style Guides
- Design Thinking
- Agile Environment
- Working in POD workgroups
- HTML/CSS
- Adobe Creative Suite
- Sketch, Invision & Zeplin

I lead with curiosity and from the **point of view of the user**. Giving the user a useful tool, a sense of control, and meeting them with a respect that makes them feel seen will affect their **opinion of you as a company**. The research I conducted not only confirmed suspicions, but also **opened my eyes** to things I had not previously considered.



In my personal life, I value being in nature and preserving it, sharing this amazing human experience with others, exploring all the wonders in this world, and being kind.