



# Betsy Lyon

## UX/UI AND VISUAL DESIGNER

BETSYSF@YAHOO.COM  
BETSYLYONCREATIVE.COM  
LINKEDIN.COM/IN/BETSYLYON  
PRATT INSTITUTE ALUM  
DEGREE IN COMMUNICATION DESIGN



### Silicon Valley Bank

UX Designer | Nov 2020 - Present

I am currently working on the Product Team, contributing to the design of the new, modernized SVB Go, consulting with the Design Team to create a cohesive, smooth experience for our clients. I am the sole designer in the Client Assist pod, working in an Agile environment with Product Managers, Front End Developers, and Information Architects, to design and develop efficiencies for the end user as well as our client services team. Over the course of my tenure, I have designed 12 features, designed icons, contributed to the platform Style Guide, and jumped in when there was a need and I had bandwidth.



### Wells Fargo

UX Designer | Nov 2019 - Jan 2020

While at the WF, I contributed to the redesign of a B2B product for desktop and mobile, crafting personas and a journey map to identify and reduce friction points, which helped stakeholders appreciate the value of our work. I developed print-compatible statements optimized for screen readers, prioritizing accessibility as a best practice. My work extended to creating branding concepts for the mobile app, influencing future logo iterations. Collaborating with an inspired team, I participated in animated brainstorming sessions to imagine new user experiences. As a subject matter expert, I provided design recommendations and shared best practices, fostering a culture of innovation and excellence.



### CBS Interactive

Ad Designer | April 2018 - Dec 2018

At CBSi, I designed and optimized "Skybox" display advertising units, using video and graphic assets supplied by our Fortune500 clients, and then published to many CBSi digital media properties such as CBS online and cjnet. This involved producing up to 9 display ad sizes, then compressing these to adhere to size limitations, which was no small task considering these ads included video, sound, and animation. I also contributed illustrations for cjnet.com's website and printed magazine, as well as created infographics and "powerbar" ad units for clients such as Sprint and Microsoft.



### WorkSpan

UX/UI Designer | July 2015 - Aug 2017

While at WorkSpan, I collaborated closely with company founders Amit and Mayank to design the WorkSpan experience, handling both visual and experience design. Through iterative improvements, our team refined designs incrementally, relying on internal dogfooding and regular input from a panel of key customers due to budget constraints. I utilized Sketch for layouts, InVision for prototyping, and delivered developer-ready files in Zeplin, ensuring seamless implementation. Beyond design, I mentored junior developers in CSS to align their screens with my Sketch designs. Additionally, I designed and developed a pitch deck that helped secure \$3M in Series C funding.



### Gap, Inc.

Digital Photo Retoucher | February 2012 - June 2015

I was the retoucher for all items for sale on the Banana Republic Factory online store, as well as for the Old Navy, Gap, and Athleta brands. I consistently met daily production requirements for image retouching, which is 90+ for laydown and 20+ for on figure. I interacted with stylists and photographers on the photo floor when needed. I occasionally worked on special projects, and helped create a standard skin tone to be implemented as an action for "on figure" images.



### Google

Interactive Design Lead | Dec 2009 - Nov 2011

My role at Google was primarily designing unique, engaging dynamic banner ad units for our top-tier clients to be displayed on the Google Network, in association with our online advertising partners. I was also responsible for designing and developing a comprehensive collection of easy to use ad templates for our middle- and lower-tier clients, resulting in greater value and scalability. A fundamental understanding of the technology which drove those complex dynamic ad units was essential and understood. Other projects included designing, developing, and maintaining our internal support website for the Rich Media department; maintaining our legacy website for Teracent; designing various logos and collateral for both Rich Media endeavors and other Google projects internally.



### Communication Arts Magazine

UX/UI Designer | Nov 2007 - Nov 2008

I was honored when CommArts reached out to me and asked for help designing and developing their first Online Competition Website. Prior to this, submissions to their competitions were done by hand, involving preparing art, packaging it, sending it through the mail, filling out a paper form, and writing out a check for the entry fee. I started designing the new online user experience and how the whole thing flowed, making sure it was clear and easy to understand. I followed that with designing the look and feel that was clean, easy to understand, and in line with the Communication Arts brand. I also designed and developed their Media Kit microsite, for those wanting to advertise both online and in their print magazine.