



HAYLEY LYONS

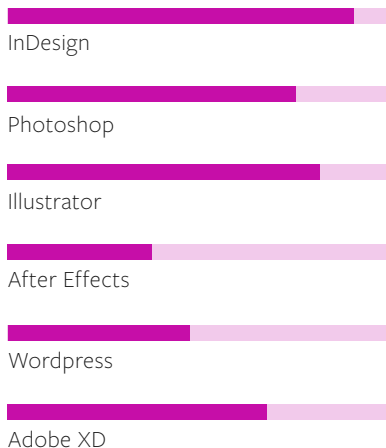
GRAPHIC DESIGNER & ILLUSTRATOR

- [VISIT] haylyons.com
- [CALL] 805.760.6990
- [SEND] hblyons@gmail.com

[DESIGN SKILLS]

- Problem Solving
- Critical Thinking
- Time Management
- Typography
- Grid Layout
- Illustration
- Branding
- Packaging
- Web
- Production

[TECH SKILLS]



[EXPERIENCE]

OCT 2018–CURRENT | URBAN DECAY | SENIOR GRAPHIC DESIGNER

Create design concepts for seasonal launches, including type treatments, patterns, illustrated elements, and stylized product photography. Develop seasonal graphic standards and advise design team on proper usage. Art direct on set for stylized product photoshoots. Work with production to provide comments and direction on retouching. Evolve Urban Decay brand standards as needed and enforce throughout the organization. Drive and maintain brand consistency. Mentor and coach junior design team members. Work with production to roll out campaign designs and meet global deadlines.

FEB 2016–OCT 2018 | TOO FACED COSMETICS | GRAPHIC DESIGNER

Create global marketing materials for promotional launches. Collaborate and communicate cross-departmentally. Art direct Junior designers. Facilitate creative briefings, manage project timelines and ensure deadlines are met. Manage multiple projects at a time. Oversee and delegate work to freelancers. Brainstorm and concept design directions for various department needs. See projects through from concept to completion. Work with vendors to ensure quality production and presentation.

JAN 2013–CURRENT | HAYLYONS DESIGNS | FREELANCE DESIGNER

Successfully manage and coordinate graphic design projects from concept through completion. Work closely with clients to create vision, conceive designs, pitch ideas and consistently meet deadlines and requirements. Help clients achieve business development and business growth goals through forward-thinking graphic designs and strategies. Work with printers and vendors to ensure quality production for clients. Manage all operational, strategic, financial, quote/bid, and administrative functions.

MAR 2014–DEC 2015 | FUEL CREATIVE GROUP | GRAPHIC DESIGNER

Involved in the creation and development of new designs and visual concepts, across a broad spectrum of styles. Working across a wide variety of projects including, branding, print, packaging, publications, web, and illustration. Designing graphics to a client's precise requirements and creative brief. Working with clients such as, Visit California, Mazda Raceway, and Arden Fair. Progressed from intern, to production designer, to freelance graphic designer.

JAN 2013–MAY 2013 | STUDIO X-HEIGHT | INTERNSHIP

As a team we handled a variety of projects for companies and events in the community. Tasks consisted of research, concept development, execution and implementation of those concepts.

[EDUCATION]

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Graduated May 2014 with a Bachelor of Science in Graphic Design and a Minor in Art Studio.