



HAYLEY LYONS

GRAPHIC DESIGNER & ILLUSTRATOR











Creative, multi-talented Graphic Designer with extensive experience in branding, marketing, print and web design. I am a dynamic team player with exceptional collaborative and interpersonal skills that thrives in a fast paced environment. I have well developed written and verbal communication abilities and am looking to expand my skills and continue to grow as a designer.

[VISIT] haylyons.com

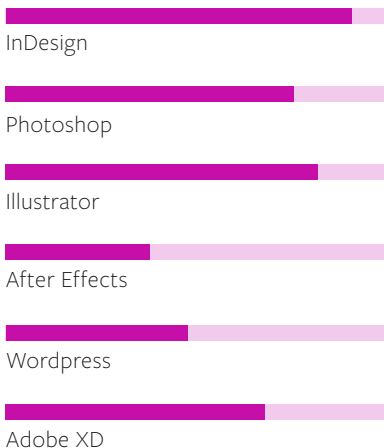
[CALL] 805.760.6990

[SEND] hblyons@gmail.com

[DESIGN SKILLS]

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

[TECH SKILLS]



[EXPERIENCE]

FEB 2016–CURRENT | 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.

FEB 2010–FEB 2014 | WELLS FARGO | LEAD TELLER

Managed teller line, provided excellent customer service, kept personal sales goals as well as the sales goals of the team, and handled bank operations.

[EDUCATION]

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

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