

# Mike Lyon

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Please view my portfolio at:  
[www.mikelyondesigns.com](http://www.mikelyondesigns.com)

## Objective:

Obtaining a full time position utilizing my extensive experience in Graphic Design and Web Development to create superior multi-media art, layout, design, product marketing, and online visual communication.

## Employment Current:

### Director of Art and Design News Media Corporation

June 2013 – Present (1 1/2 years)  
Nationwide (remote position)

- ★ Managing creative direction, graphic illustration, design, and layout of the News Media Corp. West Coast branch including publications, brochures, e-blasts, ads, signage, promotions, displays, folders, posters, flyers, presentations, bus wraps, and direct mail pieces; consult directly with clients, printers, and other vendors to ensure job quality; develop internal protocols and schedules to ensure all jobs are completed on schedule
- ★ Considered an Adobe CC expert using both Mac and Windows platforms on a daily basis.
- ★ Computer Technician updating operating systems, networking storage servers and improving work-flow for the entire office staff.

## Web Development Mike Lyon Designs

February 2008 – Present (6 years)  
Santa Cruz County

- ★ Creating custom web sites from concept to launch.
- ★ Maintaining web sites and training company staff to manage sites.

## Employment Past:

### Director of Art and Design Times Publishing Group

August 2011 – June 2013 (2 years)  
Santa Cruz County

- ★ In charge of art, design, and layout of multiple magazines, web sites, and digital signage. I was responsible for 7 magazines, 3 web sites and 5 digital signage screens.
- ★ Tasked with creating cutting edge display ads, web sites & e-mailers to compliment various product lines.
- ★ Computer Technician updating operating systems, networking storage servers and improving work-flow for the entire office staff.

## Publisher

### Your Music Magazine

May 2002 – August 2011 (9 years)  
Throughout California

- ★ Publishing Your Music Magazine a free monthly throughout California and web site [YourMusicMagazine.com](http://YourMusicMagazine.com).
- ★ Managed staff of 40 people overseeing content development, art & design, layout, print, and distribution
- ★ Ad sales. Your Music Magazine, Your Music Olympicks, and [YourMusicMagazine.com](http://YourMusicMagazine.com) were funded primarily by advertising sales. As publisher I was responsible for all client relations and sales staff as well as invoicing and collections.

## Summary

Highly motivated, creative and versatile graphic designer working in the advertising and publishing industry for the past 15 years. I have extensive experience creating publications, graphic illustrations, web sites, social media and email strategies, advertising campaigns, live events, digital signage and their uses in brand management and strategic planning. I possess a strong understanding of the importance of advertising and marketing design working hand in hand with sales staff and clientele.

## Skills

### Graphic Design 11 years

Specializing in hand drawn vector graphics & graphic repair, print & online ad design in all sizes & file types. Extensive experience designing and laying out magazines, brochures, & marketing materials. Expert in Mac & Windows platforms using Adobe CC InDesign, Illustrator, Photoshop, Acrobat, Flash, & Dreamweaver. Microsoft Office Word, Excel, PowerPoint, Entourage. QuickBooks and basic Video Editing Programs.

### Web Development 6 years

Building custom web sites using WordPress, Joomla, Dreamweaver, HTML, CSS, PHP, CMS. Experience with all social networking sites and e-mailer programs.

### Sales 15 years

Phone sales, inside & outside sales, developing multi-media advertising strategies. Fluent with QuickBooks, Salesforce Microsoft Office, Act, & other CRM systems. Six years of social networking for clients using FaceBook, Twitter, YouTube, Linked in, Myspace, Google docs, and more.



Recently launched web sites:

[west-builders.com](http://west-builders.com), [1xinf.com](http://1xinf.com),  
[coastalwedding.com](http://coastalwedding.com),  
[tpgonlinedaily.com](http://tpgonlinedaily.com),  
[coastalhomeandgarden.com](http://coastalhomeandgarden.com)

PLATFORM CAPABILITIES

