



Solving problems. It's what I do. It's my passion. It's a passion that has led to eighteen years experience as a designer, developer, and director producing work from Fortune 500 companies to non-profits. Disciplined in design process and project management, efficiently manages projects from brief through production while guiding a team in a fast-paced environment with tight deadlines. Brings clear and concise presentation and communication skills as well as consistent creative direction.

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education

Abilene Christian University Abilene, TX
1997 Bachelor of Arts degree in Advertising and Graphic Design

employment

AdaptableSpace Dallas & Nashville
Creative Director 2014 - Present

Started freelance company so I could focus building the brands of clients like Banyan Botanicals, Lyons Company, JW Marriott Houston, and Equity Estates. Working with each client to build digital and print solutions to support their marketing efforts and build messaging consistency. Projects include web and email campaigns, photography, brand guidelines, catalogs, brochures, and collateral.

American Airlines Custom Publishing Dallas, TX
Senior Designer 2010 - 2011

As a part of American Airlines Custom Publishing Group, I designed and directed layout for several of the group's clients including Hilton Caribbean, Fort Worth Convention & Visitor's Bureau, and Medical City. I designed layouts, directed photography and illustration, and shot photography for each clients' publication.

NetCentral Nashville, TN
Creative Director 2000 - 2006

Directed and developed layout concepts and designs for various sites including parent company Books-A-Million, Inc. and TNT Fireworks. Created print materials including logos and signage while developing interactive projects and directed photo and video shoots.

Southwest Airlines Pilots Association Dallas, TX

Interactive Design & Dev Lead 2011 - 2014

As the Interactive Design & Dev Lead I was responsible for maintaining brand guidelines through external and internal communication to 6,000+ pilots. We launched a pilot lifestyle iPad magazine, RANGE, which we designed and developed in-house. In addition to a monthly newspaper and print communication pieces, I was in the process of redesigning the union's web site.

Books-A-Million, Inc., Birmingham, AL
Creative Director 2006 - 2009

Brought brand consistency to the in-store environmental design while improving material usage and lowering costs. Helped develop new product lines and revitalized packaging design for import products. I developed and directed the e-mail marketing initiative and improved the design and message consistency of direct marketing promotions.

PriceWeber Marketing Communications, Inc., Louisville, KY
Graphic Designer 1997 - 2000

Developed concepts and created layouts for print materials, promotional websites and multimedia presentations for a variety of clients including Cummins Engine, Brown-Forman, and Brown & Williamson.

technical

Proficient on Apple software and systems, experience on Microsoft Windows. Proficient in Photoshop, Illustrator, Flash, BBEdit, InDesign, QuarkXPress, Final Cut Pro, and Microsoft Office. Experience in Dreamweaver, Fireworks, Premiere. Proficient in html and css, with working knowledge of javascript, jQuery, & PHP. Professional experience in photography.

personal

VP of Communication for AIGA Nashville (2004-2005)
AIGA Member (2002-Present)