

Noël Lyons

UX Designer - DYNAMIC WEB MARKETING, LLC

Highlands Ranch, CO - Email me on Indeed: [indeed.com/r/Noel-Lyons/c9e176c1e182e043](https://www.indeed.com/r/Noel-Lyons/c9e176c1e182e043)

User Experience Designer with a strong user-centric approach and cumulative experience in online application planning, design, development, eLearning, project management and user testing. Ability to turn ideas into products and process that drive results. A remote worker that is resourceful and enthusiastic about collaborating and creating online products and services for consumers.

UX Design, Wireframing, Prototyping, Collaborating, Site and Consumer Mapping, User Satisfaction Testing, Project Management, Invention, Strategy, Content Management
Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer

DYNAMIC WEB MARKETING, LLC - Denver, CO - October 2016 to Present

Conduct analysis of online user experience problems and organize people and resources to contribute to their solutions.

- Create wireframes and prototypes that demonstrate possible solutions to UX problems seeking viable ideas to pursue.
- User personas, site mapping, user journey mapping and user testing.
- Lean UX and Waterfall development experience.
- Collaborate with clients to work through business objectives, aligning design solutions.

Senior Content Developer

DYNAMIC WEB MARKETING, LLC - Denver, CO - July 2016 to October 2016

Led development of new content for client Web site redesigns and online learning projects, online marketing and social media initiatives. Design social media elements to fit campaign specifications

- Created wireframes and mockups that demonstrated UX/UI of client projects and provided related notations for designers and developers, speeding development.
- Delivered complete visual plan, increasing client satisfaction, and options to share with creative department.
- Planned and strategized UX/UI possibilities for greater consumer engagement.
- Collaborated with clients to work through business goals, aligning all design decisions to support those goals.
- Cultivated and maintained a list of independent contractors continuously to fulfill development needs, meeting changing timelines when necessary.

Senior Media Designer

EDUCATION MANAGEMENT CORPORATION - 2010 to 2016

Strategized and planned with internal teams regarding the transition to mobile, responsive design, new development specifications and content management systems. Served as project and resource management for design teams in the US and abroad to unify style of media created for all EDMC brands. Collaborated with instructional design teams on new ideas for student experience and organized and hosted regular media team meetings to facilitate group initiatives. Held budget responsibilities and handled project deadlines with internal and external teams.

- Researched, acquired, and edited Bootstrap templates and other stock assets, creating easy integration and reuse by all designers on any given project.
- Collaborated with Web Accessibility team to outline new accessibility guidelines that impacted all online course development for EDMC and facilitated this change throughout the development process with internal and external design teams, increasing the success of students with disabilities.
- Managed budgets for graphic and video media development across multiple online programs and universities, allowing to pilot new ideas for enhancing the student experience.
- Created storyboards, artwork, and scripts to support how-to videos and storylines, by working closely with stakeholders during the process, building confidence, and ensuring the accuracy of intended message to students on any given topic.

Instructional Media Developer

EDUCATION MANAGEMENT CORPORATION - Pittsburgh, PA - 2005 to 2010

Established instructional design approach for media development and maintained visual design standards for all 3 EDMC universities. Trained partner vendor teams on design and development standards. Reviewed and approved all media development for course projects assigned. Performed concept development and production planning for student Web tools.

- Created several Web tools and job aids for students to use inside and outside the classroom, enhancing the convenience of the online student experience.
- Provided art direction for internal and overseas development teams and verified unified style guidelines were maintained, reducing the number of iterations of course media in development, maintaining a quality product, and generating regular assessments on resulting savings.
- Shaped a new media planning process, documentation, and guides, improving design team's consistency and increasing course development completion rate.

Media Developer

EDUCATION MANAGEMENT CORPORATION - Pittsburgh, PA - 2003 to 2005

Led development of new content and maintenance of campus and marketing Web sites. Conceptualized and produced a wide variety of interactive multimedia elements that assisted in student learning. Involved in Web site redesigns, online marketing initiatives, and stakeholder presentations.

- Customized user interface design of the company's Learning Management System, increasing readability and presentation of the online course page that reduced the number of student service calls.
- Cultivated and maintained a list of contractors, fulfilling development needs and maintaining project timelines.
- Coordinated reviews of Web content with Business Practices Committee, producing approved content for use in online marketing campaigns.

Design and Development Manager

DYNAMIC WEB MARKETING, LLC - Denver, CO - 1998 to 2003

Managed all design and development projects from initial client contact to final sign-off. Created and approved budgets for all active projects and engagement of contracted resources to assist in production planning.

- Involved in design, development, and maintenance of client intranet and external Web sites, participating in concept development, product photography, online product presentations, Web-related testing, and quality assurance.

o Developed an online ad library for Amazon.com Business Development Group, including creating online advertisements, buttons, icons, illustrations, HTML banners and ads for all product categories,

meeting client specifications on a daily basis.

o Completed short-term assignments for a variety of clients, including logo and branding design, site design, online product maintenance and quality assurance testing, building a solid list of clients in a variety of industries.

Client Services Webmaster

DYNAMIC WEB MARKETING, LLC - Denver, CO - 1999 to 2000

EDUCATION

Certification in Japanese Studies

Lansing Community College - Lansing, MI
2017

Associate of Science in (AS), Web Site Administration

The Art Institute of Colorado - Denver, CO

Bachelor of Science in (BS), Hotel, Tourism Management

Grand Valley State University - Grand Rapids, MI

LINKS

<http://www.linkedin.com/in/uxfondue>

CERTIFICATIONS/LICENSES

Google Analytics

April 2017 to October 2018

ADDITIONAL INFORMATION

Technical Skills: Adobe Creative Cloud, Photoshop, Lightroom, Illustrator, InDesign, Dreamweaver, Spark apps and Adobe Acrobat, Microsoft Office, HTML5, CSS, InVision app, various CMS and DAM systems, Google apps.