Michael Lyons
UI DESIGNER

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UI/UX designer with a background in graphic design and photography. Passionate visual storyteller experienced working on multiple projects, while adhering to brand standards, technical requirements and meeting deadlines.

SKILLS

UI
Style Guides
Iconography
Typography
Logos
Layouts
Illustrations
Animations,
Mood Boards
Responsive Design

UX
User Flows
Wireframes
Competitor Analysis
User Research
User Stories
User Personas
Prototyping
A/B Testing
User Testing

SOFTWARE

Sketch
inVision
Flinto
Illustrator
InDesign
Photoshop
Lightroom
MS Office
Working HTML/CSS
Premiere
After FX

EDUCATION

**Career Foundry
UI DESIGN | 2021**

UX design process, mobile app design for iOS and Android, responsive web design, and front-end development.

**Sheridan College
MEDIA ARTS (FILM & TV)**

**Sheridan College
CLASSICAL ANIMATION**

EXPERIENCE

MARKETING MANAGER
Royal LePage Real Estate Services | 2005 - Present

- Develop personal branding packages for sales agents, using Adobe Illustrator and InDesign to establish identity within the marketplace and grow sales
- Design billboard, magazine, bus-side, social media (Facebook, Twitter) advertising for the brokerage to re-enforce brand presence and expand the business
- Prepare virtual marketing and listing presentations in Powerpoint and Acrobat
- Create property brochures, postcards, poster ads and produce them (on Canon ImagePress via Command Workstation)
- Perform advanced photo editing with Photoshop to best showcase properties
- Developed electronic ordering system with Adobe Acrobat to streamline process
- Built department billing system with Excel and adapted to Google Sheets

GRAPHIC DESIGNER
Freelance | 2008 - Present

Branding, Logos, Layout, Print, Website, Digital Assets

PHOTOGRAPHER
Freelance | 2012 - Present

Event, Tourism, Product, Portrait, Lifestyle, Property (Nikon DSLR)

GRAPHIC DESIGNER
Inscapes Creative Design & Print | 2001

- Designed logos, letterhead, business cards, envelopes, brochures and flyers
- Quark Prepress setup of separations & trapping to ensure optimal print

GRAPHIC DESIGNER & DIGITAL IMAGING TECH.
Duncan & Wright Cameras | 1998-2006

- Provided Photoshop photo-restorations and manipulations which expanded the service offering and increased profits by saving on service outsourcing
- Designed print ads, posters, and point-of-sales pieces to promote services
- Scanned photos, slides/negatives (AGFA Duoscan, Nikon 35mm scanner)
- Prepared and output digital images to photo-printer and film recorder

PROJECTS

MEOW & CHOW | Native Mobile App
Career Foundry | Course Project | 2020

Created and designed a pet care app using competitor research, user stories, wireframes, style guide, illustrations and prototypes

KETO KITCHEN | Responsive Web App
Career Foundry | Course Project | 2020

Designed a recipe app using competitor research, user stories, mood boards, style guide, wireframes, prototype and responsive designs