

**Chris Lyle**  
Visual Designer

chrismlyle@gmail.com  
206 291 3637

6115 37th Avenue NW  
Seattle, WA 98107

[chrismlyle.com](http://chrismlyle.com)

# I have a true passion for design, particularly typography, branding & UI/UX innovation.

## **Nordstrom**

Web Designer

*May 2013 – Present*

Concept, design and layout all online marketing content to include campaigns for the website, homepage, upper level navigational content, emails and ads / Create practical creative solutions to meet marketing objectives / Implement design revisions in a timely manner and prep files for development / Work closely with project managers, writers and development team to meet project objectives and deadlines / Collaborate with stylists, photographers and writers to ensure the integrity and quality of editorial content / Gather inspiration and provide direction to photographers and freelance designers.

## **Thomson Reuters**

Web Designer II

*Aug. 2012 – May 2013*

Create responsive design websites for desktop and mobile platforms for law firms / Consult with clients on the goals of their websites, and create design prototypes that will work towards achieving these goals / Collaborate with team members (writers, SEO and developers) to optimize user experience and site performance / Organize and document projects in various project management tools / Meet all deadlines and production goals.

## **Effective Design Studio**

Designer

*Mar. 2012 – June 2012*

Create brand identities / Design for print— brochures, direct mail, stationery systems, advertising design / Design for various web & interactive mediums / Design environmental graphics and signage / Competitive analysis & project positioning / Naming strategic branding.

## **iClick**

Graphic Designer

*Sept. 2010 – Mar. 2012*

Mock-up artwork on USB drives / Design 2D & 3D custom shape artwork & USB devices / Pre-flight artwork for in-house & overseas production including color separations for pad printing & silkscreening / Provide clipping masks & image correction for use on the web, print and symbols library.

## **Edible Seattle Magazine**

Freelance Graphic Designer

*Apr. 2010 – Mar. 2012*

Compose client ad campaigns / Establish subscription drive / Media kit / Update media kit / Work with most aspects of publishing a magazine.

## **The Art Institute of Seattle**

Associate of Applied Arts

Graphic Design

*Jan. 2008 – Mar. 2010*

## **Software**

Creative Suite CS6 –CC2017

/ Illustrator

/ InDesign

/ Photoshop

/ After Effects

/ Acrobat

Sublime Text

Cinema 4D

Microsoft Office

## **Skills**

Concepting

Sketching

Branding

Pre-press

HTML / CSS

JavaScript / JQuery

## **Accomplishments**

Graduated with Honors

President's List

Dean's List

Honor Roll Every Quarter

**Chris Lyle**  
Visual Designer

chrismlyle@gmail.com  
206 291 3637

6115 37th Avenue NW  
Seattle, WA 98107

**chrismlyle.com**

**Arscentia**

Graphic Designer

*June 2010 – Sept. 2010*

Worked as part of the design team / Created brand identity systems /  
Formulated & executed multi-page documents / RSVP's / Became an integral  
part of concepting.

**SuperGraphics**

Production Artist

*June 2010 – Sept. 2010*

Created & pre-pressed print-ready vinyl graphics for interior & exterior  
hanging for walls, vehicle wraps, etc. / Included work for Seattle Storm, Seattle  
Seahawks, Geico, T-Mobile.

**becker&mayer! Books**

Graphic Designer

*Oct. 2009 – Dec. 2009*

Invented spot illustrations for Scholastic Professional books & teaching aids  
/ Devised layout concepts for projects in collaboration with LucasFilm  
Publishing & designed a book cover concept for Disney Pixar Cars / Provided  
design and production support for Prince of Persia book for Disney Publishing.