

Education

Art Center College of Design
Bachelor of Fine Arts in
Graphics & packaging design
with Honors

Instructor

Academy of Art College
1996-1998
Instructor for 3rd year students
teaching graphic design for print

Work History

Design Director

Clay Art Inc. / 2001-present
Responsible for developing & creating table top ceramic lines that include chip & dip bowls, cookie jars, salad bowls, canister sets, collectable salt & pepper shakers and much more. Developing product shape, illustration & state of the art glaze techniques. Studying current trends to assure product competitiveness. Communicating daily with China & Thailand to assure quality in mass production. The product market is major retailers such as Costco, Macy's, T.J. Maxx & other national retailers.

Designer | Art Director | Illustrator

Lyon Design & Illustration / 1998-present
Developing, Marketing and promoting an Illustrative design style that integrates concept/design and illustration. Contracted work through Ad Agencies, Design firms, Marketing groups & the Gift Industry that include; C.R Gibson, Cost Plus World Market, Starbucks, Baily's Irish Cream, Robert Mondavi, Triple AAA, Stouffer's, Snapple, Union Bank, Charles Schwab.

Senior Art Director

Pickett Communications / 1996-1997
Senior Art Director for Robert Mondavi Winery Account. Responsible for maintaining brand integrity and consistency as well as developing the Mondavi Shareholder Club Identity. Art Direction for additional accounts included; Beaulieu Vineyards, Blossom Hill, and Symantec Corporation. Responsibilities include direction and managing all levels of production through to completion.

Senior Designer

Shurtz/Capriotti / 1993-1995
Senior Designer to corporate accounts such as Sun Microsystems Inc., Wells Fargo Bank, Villa Italia, First American Title Insurance, Beaver Creek Resort, Chiron Corporation and many others. Responsibilities included concept to finish design, art direction of photo shoots, press checks, project management, including overseeing other designers.

Graphic Designer | In-House

Nestlé Beverage Company / 1991-1993
Concept and design of consumer packaging/private label, P.O.P. collateral and display graphics. Design of in house corporate graphics, including public relation brochures, newsletters, and employee incentive literature. Specifying film for prepress and supervision of in house press checks.

Graphic Designer

Michael Osborne Design / 1990-1991
Concept to design of consumer packaging, corporate identity, print and P.O.P. display. Projects included conceptualizing, design, through to final prepress film. Art direction of photography, illustration and press checks.

Studio Manager

Asher/Gould Advertising / 1985-1986
Responsible for meeting all production deadlines. Supervised freelance in-house production artists. Advising Art Directors on design feasibility, cost efficiencies and project status.

Art Director | Graphic Designer

Rebecca Lyon Design / 1982-1996
Designer, Art Director, Production artist for many Ad agencies and design firms in both LA and San Francisco. Assignments include in-house freelance & producing work from my own studio. Skills required a wide range of adaptability in a variety of work environments with many different types of client projects.