

NAME

Michael Lyden

CONTACT

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PERSONAL INFORMATION

Birth date: 1 February, 1980

Birthplace: Manhattan, NY, USA

Citizenship: U.S.

Sex: Male

Marital Status: Single

EMPLOYMENT HISTORY**Design:**

Krohn Design, Los Angeles, California

Designer

October 2008 – December 2008

Collaborated throughout overall design process, responsible for sketches, models, presentation graphics, and 3D models used for final renders and rapid prototyping.

Developed project proposals and bids for prospective clients.

Designed layout for various pieces of marketing collateral.

Developed web aspect of client deliverables.

Automotive-Related Work Experience:

Royal Motor Sales Volvo, San Francisco, California

Volvo Sales Specialist

August 2006 – November 2006

Greeted, informed, and qualified walk-ins, aligning needs with product attributes.

Developed Customer/Retailer relationship into overall ownership experience.

Aspen Automotive Group, Wallingford, Pennsylvania

Web Designer/Internet Sales Manager

September 2002 – September 2004

Designed Automotive Brokerage website and managed inventory gallery.

Communicated with and qualified prospective buyers via phone and email.

Schwartz Event Group, San Diego, California

Mercedes-Benz C-Spot Driving Event Administrator

March 2004

Greeted, informed, and qualified event participants.

Verified participant information and updated client database.





Web and Graphic Design Experience:

Health Basics, Havertown, Pennsylvania

Web Developer/Graphic Designer

September 2004 – present

Developed overall look and feel of website and marketing collateral.

SMG, Incorporated, Philadelphia, Pennsylvania

Assistant to Information Architect

September 2000 – May 2002

Implemented the presentation of various materials via corporate intranet.
Devised general structure of the information through both graphic and web design.

Promotional Work Experience:

Momentum North America, Atlanta, Georgia

Coca-Cola Football Town USA Tour Coordinator [Midwest]

Summer/Fall 2003

Communicated with representatives for over forty events across the Midwestern US.
Managed local staff on site, set up and executed promotional events.

EDUCATION

Sparta High School, Sparta, New Jersey

High School Diploma

1994-1998

Drexel University, Philadelphia, Pennsylvania

Bachelor of Science in Business Administration

Marketing and International Business

1998-2002

Academy of Art University, San Francisco, California

Bachelor of Fine Arts in Industrial Design

Transportation Design

2004-2008

COMPUTER SKILLS

Expert level in Adobe Photoshop, Illustrator, InDesign and Acrobat Distiller.

Advanced knowledge in Alias StudioTools and Sketchbook, Corel Painter, Rhino 3D, 3DStudioMax, Ashlar-Vellum Graphite, DreamWeaver, Quark Xpress, Bunkspeed Hypershot, and Microsoft Office Suite. Adept with Mac and PC.

LANGUAGE SKILLS

English (North American)

Conversational Spanish (New World)

Conversational Russian

AWARDS

A.J. Drexel Scholarship, Drexel Grant, Portfolio Grant

MEMBERSHIPS

IDSA, MoMA

INTERESTS

Graphic, Ad, and Web Design, Foreign Languages, Travel, Coffee, Marine Fish, Motorcycles, Electronics, Photography, Impressionism, Mountain Biking, Hockey