




JAYME LYN

WEB | GRAPHICS | BRANDING

 <http://jaymelyn.com>

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I believe...

...in "work hard, play hard". To do your best, you must recharge. I believe in strong work ethic.



Education

The Art Institute of Dallas
B.F.A. Digital Media Production
2004-2008



Skills

Illustrator:

InDesign:

Dreamweaver:

Adobe Muse:

Photoshop:

Premier:

After Effects:

Cinema 4D:



Jayme Lyn Designs

Owner/Designer

Responsible for obtaining new clients, assessing client's needs and carrying out design work via websites, graphics, icons, brochures, one sheets, presentations, infographics, video editing, motion graphics, 3D models, and any other print/web need they have.

6/06 - Present



RLFV, LLC.

7/13 - 10/14

Senior Designer / Creative Director

Responsible for design from concept to completion. Responsible for developing creative processes and organization to advance brand strategy. Produce user interface design, create decisive and innovative ideas for "intelligent design" and ensure brand is represented correctly throughout development.



Bioworld Merchandising

10/11 - 7/15

Senior Designer / Creative Director

One of two line designers, designed men's licensed and private label sleepwear. Designs can be found in Walmart, Target, Old Navy, Sears, KMart, Spencers, Hot Topic, Spirit, Meijer and many more. Created merchandised catalogs and presentations, managed a separate line by myself doing designs, color separations and sizing for factories as well as managing the samples. Designed packaging for multiple customers. Increased profit over 500% within the first two years. Well versed in PLM software. Managed designs for: WB (Marvel, DCO, Harry Potter, etc), Hasbro, Disney, Nickelodeon, AMC, CBS, Nintendo, Sega, Hanna Barbera, Chip Foose, Miller Coors, US Army/Navy, Sons of Anarchy, Ubisoft, Bethesda, Joe Boxer and 50 other licenses.



Alexis Company

2/08 - 7/09

Art Director

Designed a full product line for the company's 2008 Sorority Collection. Streamlined the company's development processes as the sole designer, thus increasing productivity by 100%. Designed and coded the company website, business cards, marketing graphics as well as organized marketing strategies.



Inspirations Imports

8/07 - 4/09

Art Director / Packaging & Merch Design

Formed brand awareness through private label packaging. Created UPC codes for retail packaging. As the sole designer, I designed products for major retailers such as: Target, Michaels, Big Lots, Garden Ridge and Dillards. Created catalogs and websites for prospective clients to showcase new products. Traveled to Hong Kong and mainland China for product development, factory visits, showroom set up and meetings with buyers.

Interests

