



LYE LAWRENCE

Product Design / UX / Strategy / Illustration
lyelawrence.com / hello@lyelawrence.com

WORK EXPERIENCE

Senior Product Designer

METHOD (PREV. SKOOKUM)
NOV 2017 – PRESENT

Provides UX, design strategy, accessibility guidance, and consulting for leading financial organizations

Leads design efforts on a number of retail innovation projects and B2B platforms

Helps build and maintain a design system for a large finance company with whitelabeled products.

Constructs journey maps to advocate for user needs and provide business recommendations.

Creative Director, Frontend Developer

ENCOMPASS ADVERTISING AGENCY
AUG 2013 – OCT 2017 / 4 YRS 3 MOS

Recipient of over 55 international awards designing and developing custom Joomla! / K2 website templates using HTML5, PHP and a custom LESS-based frontend framework I designed from the ground up

Provided creative direction and UX guidance on all projects and ensured all work met industry best practices

Managed email marketing campaigns through Publicaster, Maropost, and Constant Contact for clients sending up to 1.5 million emails annually

Lead Designer

SMITH GALLERY
MAY 2011 – MAY 2015 / 4 YRS 1 MO

Designed gallery publications and exhibition branding on tight deadlines, considering the needs and aesthetic senses of a wide gamut of unique clients

Junior Designer & Developer

FROGMAN INTERACTIVE
SEP 2012 – MAR 2013 / 7 MOS

Constructed rich media websites and kiosks with interactive maps, daily menus, and 360° tours while considering the needs of older demographics

PROFICIENCIES

Design Leadership / Mentorship

Process Development

Human & Community-Centered Design

UX / User Testing / Accessibility

Design Systems

Product Design

Wireframing / Prototyping

Visual Design / Illustration

Branding / Identity Suites

Posters / Mail / Books

Frontend Web Development

Digital Advertising / Email Campaigns

Conversational Design / Copywriting

ORGANIZATIONS

Founding Member

Method Diversity & Inclusion Team

Core Member, Designer

Denver Zine Library

Advisor

Cornelius Cultural Arts Group

Member

Delurk Artist Collective

Co-Creator

Charlotte Drink n' Draw

SaveNCGS Campaign Lead Designer

NC Governor's School Foundation

Vice President

AIGA ASU Chapter