



# JEFF LYONS

GRAPHICS + DEVELOPMENT

## PROFILE

Ever-curious and creative gentleman with over 20 years of software development and graphic design experience in several industries including government, education and technology.

## CONTACT

jtlyonsden@gmail.com

562-233-7673

## PORTFOLIO

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

## PRIMARY SKILLS

**Design, Development  
and Data Visualization**

**HTML/CSS/JavaScript**

**Adobe Creative Suite**

**SQL & PHP**

**UX/UI/Figma**

## WORK EXPERIENCE

### Report Developer

Illuminate Education | May 2015 - Present

Full-stack development with a focus on data visualizations and reporting using PHP, SQL, JavaScript, Java, and HTML/CSS. Develop and maintain a business intelligence product that services over 17 million students in 26 states. Design and deploy business analytics reports used in over 5200 schools across the U.S. Create data visualizations covering a wide array of educational needs from student data and assessments to student health and special education for the K-12 demographic. Regular interaction with product managers, clients, and QA analysts to ensure product acceptance. Extensive use of TIBCO JasperSoft Studio (similar to Power BI, Tableau) and PhpStorm IDE to develop and deploy reports.

Provide UI/UX guidance and graphic design skills for larger team-based product development.

Provide graphic design skills for marketing projects such as the annual user conference.

### Freelance Graphic Designer/Contractor

2003 - Present

Work with CEOs, Presidents, Vice Presidents, marketing managers, and staff project owners to facilitate print and multimedia projects. Involved in all aspects of project phasing, from conception to final production. Create and assist with budgets and project scheduling. Procure print services or other contracted services as needed.

**Print** - Corporate and product branding, brochures, posters, postcards, banners, conference/trade show booths and materials, flyers, direct marketing.

**Web** - HTML/CSS development, JavaScript development and integration, PHP/MySQL development and implementation, Content Management System (CMS) development and implementation.

**Multimedia** - Video editing and post-production, audio composition, voice over performance, PowerPoint/Google Slides template creation.

### Art Director

Prism Software Corporation | 2003 - 2016

Work with CEO and staff to facilitate print and multimedia projects. Involved in all aspects of project phasing, from conception to final production. Create and assist with project scheduling. Procure print services or other contracted services as needed. Projects included: corporate and product branding, brochures, posters, banners, conference/trade show booths and materials, web development, video editing, motion graphics creation, audio composition, voice over performance, PowerPoint template creation.

## EDUCATION

### DEVRY UNIVERSITY - LONG BEACH

Bachelor's Degree Computer Information Systems  
1998 - 2001

### PLATT COLLEGE - CERRITOS

Certificate Graphic Design  
1992