

# RE:BECKA DESIGN:ER

REBECCA LYSEN :: 242 W 109 APT 1A :: NY, NY 10025 :: 785.550.3717 :: REBECCALYSEN.COM



## PROFILE

Enthusiastic designer with a passion for all things creative  
Strong drive to promote effective environmentally sustainable design solutions  
Productive worker under pressure and highly motivated multi-tasker  
Successful art director able to give and receive constructive criticism  
Excellent client relations with an emphasis on client satisfaction

## EXPERIENCE

### ART DIRECTOR

August 2005 – Present

Mada Design, Inc.

Designed and lead projects for top national brands such as NBC, Barnes & Noble, the United States Postal Service, MTV, CBS, Crayola, World Poker Tour, Telemundo, Dos Equis, Major League Soccer, DC Comics, Hasbro and numerous others.

Duties include: art direction, packaging design, publication design and layout, client relations, marketing, apparel design, user interface & web design, conceptualing, research & brand development and environmental design.

### FREELANCE GRAPHIC DESIGNER

August 2004 – Present

Worked on a variety of design projects from web design & identity creation, to print design & packaging.

Clients include: Arab Cowboy, VML Fitness Inc., Upright Cabaret, Billy Porter, and Marquee Artisan Wines.

### SENIOR ART DIRECTOR

January – April 2005

Opera Glass Networks/Popstar Networks

Lead project designer of the user interface for Churchill Downs Inc. Kentucky Derby Interactive Wagering Platform touch screen kiosks.

### ASSISTANT GRAPHIC DESIGNER

January 2003 – May 2004

Meredith Corporation

Designed for multiple publications with circulations of over two million readers, including Jeep Magazine, Carnival Currents Magazine, and John Deere Yards Ahead Magazine.

## EDUCATION

Drake University, 2004

Bachelor of Fine Arts in Graphic Design, Concentration in Painting, Minor in Music

## SKILLS

Adobe Creative Suite

Sustainable design & materials, product development, font design, marketing, apparel design, in-store displays, copywriting, branding, photo retouching, project & team management, packaging, trending  
Painting, drawing, photography, digital illustration and collage

REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST.