

Isiah Lyons

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Objective

A creative graphic designer who's passionate about visual storytelling and problem-solving through branding and publishing. I'm eager to apply my design expertise and collaborate with a team to create impactful solutions.

Work Experience

Lehman College

Freelance Graphic Designer/Non-Teaching Adjunct (Contract)

July 2024 – Present

- Liaised with the Marketing and Communications team in overseeing the development of the Experts for Media Booklet, containing all the faculty within the campus
- Generated inbound media interest, resulting in inquiries about the featured experts for interviews, commentary, and introductions
- Integrated into broader marketing efforts – the experts' book is now prominently featured on our new press page for easy access by media and stakeholders

The ComeUP

Freelance Graphic Designer

January 2025 – May 2025

- Assisted in the creation of visual design elements that complemented written copy for printed communications and marketing materials
- Generated inbound media interest, resulting in inquiries about the company, the brand identity, and further collaborations with affiliate organizations
- Integrated into broader marketing efforts – the brand is now promptly displayed alongside its main affiliate group

Transcend Education

Freelance Graphic Designer (Contract)

November 2023 – June 2024

- Collaborated with the Marketing team to create banners for Instagram using Luma, contributing to a 10% increase in follower growth.
- Built engaging presentation decks with Google Sheets, shared regularly with the education team, resulting in a 12% increase in viewership by Transcend students.
- Designed and standardized Google Slides presentation templates for over 5 departments; improved internal training efficiency by 40% and ensured consistent branding across all company presentations.

Education

Queens College, New York, NY

Bachelor of Fine Arts in Graphic Design

August 2016 – May 2018

Skills

- **Tools and Software:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
Google Workspace (Sheets, Slides, Docs), Microsoft 365 (Word, Excel, PowerPoint)