

Sharon Lyle

www.sharonlyle.com • sharonmlyle@gmail.com • kirinchancrafts.etsy.com

Education

University of Wisconsin - Stout (2005-11)

B.F.A. - Concentrations in
Graphic Design & Multimedia Design
Minors in Business Administration
& Applied Photography

Skills

Proficient:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Photography
Microsoft Word
Microsoft Powerpoint
Active Campaign
Microsoft Windows
Mac OS

Basic Knowledge:

Adobe Premier Pro
Videography
Adobe Acrobat
Adobe After Effects
Microsoft Excel
CSS/HTML
Wordpress

International Experience

Nagasaki University of Foreign Studies (Spring 2008)

General Japanese studies.
Japanese Speech Contest participant.

Wisconsin in Scotland (Summer 2010)

Photojournalism Photography course
in Scotland, Northern Ireland &
Republic of Ireland.

Korean & Japanese Paper Craft Studies (Summer 2018)

Studied traditional paper making and
crafts as well as fabric arts in South
Korea and Japan.

Experience

Marketing Assistant

Think Pawsitive Dog Training (2023-Present)

- Create email "blasts" to send to customers advertising various events, classes, sales, etc.
- Take photographs to use for various design projects.
- Create photo collages that show highlights our classes and workshops.
- Film and create videos to showcase our classes and workshops.
- Update various in-house displays: Powerpoint, posters, sales, holiday displays.
- Update our website with new class dates and events.
- Track new leads and coupon/voucher usage.
- Pitch ideas for giveaways and small events to drive customer participation.
- Make various social media posts (Facebook, Instagram), including live streams.

Assistant Production Art Manager

Fashion Angels Enterprises (2012-2022)

- Set files up for production: adhere to labeling rules and regulations, add correct translations and ingredients, update artwork to final concept.
- Review artwork of colleagues to make sure they meet labeling standards.
- Organize development and production artwork files.
- Collaborate with cost engineers to get correct components and pricing.
- Trend research including trend shopping.
- Test out new ideas for kits by making samples and documenting the process.
- Collaborate as a team to brainstorm new products, packaging design as well as new methods of production.
- Photography: Product, Lifestyle, Instructional.
- Edit and manipulate photos of product and lifestyle.
- Develop and write instructions and guidebooks for various kits.
- Product sample creation (mock-ups).

Previous title: Product Development Designer

Part-Time Prepress Technician

Quad Graphics (2011-2012)

- Color correct and edit photos.
- Understand the prepress production process.
- Review pages from various clients to catch any mistakes and "rich" black layers. This ranged from catalogues to comic books.
- Retrieve pages from the archives to make sure they match current art.
- Archive current projects.

Volunteering

Dog Walker and Small Critter Cuddler

HAWS (Humane Animal Welfare Society) (May 2021 - May 2023)