

TODD LYDA

art director / graphic designer / web developer
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EMPLOYMENT OBJECTIVE: Art Director role in high profile design firm, ad agency, web development company, or in-house corporate design and marketing department, where I would lead a team in creating effective communications material for both online and print media.

PROFESSIONAL SUMMARY: With over 11 years experience in the design field, I am an innovative thinker with strong leadership skills, technical proficiency, and creative professionalism. I have art directed many national projects, the latest being a DVD package for Discovery Networks. I have collaborated with one of the top design firms in the country, Design Army, for a site that received a **Best in Show** from *STEP magazine*. Another recent accomplishment includes designing the new user interface for the number one rated parental control software, SafeEyes.



Professional Experience

2008 ~ present

Birdsong Creative // www.birdsongcreative.com

A full service design agency with national clients such as The Walt Disney Company, Warner Brothers, SONY Pictures, Discovery Networks and more. Birdsong Creative also has very strong ties to the local community and with clients such as Thomas Nelson Publishing, Williamson County Convention and Visitors Bureau to name a few.

- Authored internal Standard Operating Procedures (SOPs)
- Introduced web design services
- Direct in-house and freelance designers
- Manage project scheduling and resources
- Communicate with clients and vendors
- Act as print and web designer when needed
- Implement latest web solutions
- Develop email marketing campaigns
- Search Engine Optimization (SEO) Strategies
- Small business package development
- Drive the team creative process

2002 ~ present

Ka.lyda.scope Design // www.ka-lyda-scope.com

This is the name under which I do freelance work for a consistent group of clients, including my former employer Supon Phornirunlit. Working as a sole proprietor for over 7 years, Ka-lyda-scope Design offered real world learning and experience about the business of design.

- Freelance print and web design
- Cultivate new and existing business relationships
- Flexible Time management
- Collaborate with other high-end design firms such as *Design Army* in DC

2002 ~ present

Supon Creative, Inc. // www.suponcreative.com

Founder of *Supon Design Group*, Supon Phornirunlit's current venture where I serve as adjunct art director and web designer for clients ranging from The Washington Humane Society to The Beanstalk Group and George Washington University.

- Drive new technologies and solutions to benefit SC clients
- Solely responsible for multi-media services
- Design and maintain Supon's own multiple web sites
- Design branding solutions on an as needed basis

1998 ~ 2001

Supon Design Group

Supon Phornirunlit's former design firm, located in the heart of Washington, D.C.—this internationally recognized firm was well know for it's work with IBM Olympics, Coca-cola, Newspaper Association of America, the USPS, USDA and many more. An intimidating place to start fresh out of college, but no better place to learn design in a fast paced, large scale, studio environment.

- Worked to a senior designer position managing high profile projects and team members
- Honed my skills in the field of online media during the "Dot-com" boom including Macromedia Flash and Dreamweaver
- Recognized with a regional Gold Addy for SDG self-promotion
- Work with Manning Commercial published in *Print Magazine*

1997 ~ 1998

Goody's Family Clothing

Responsibilities included the development of in-store labels, including a complete re-branding of their junior miss jean line, Montana Blues.



Education

1998

BFA Graphic Design

The University of Tennessee, Knoxville
Graphic Design Travel Scholarship 4/1997
Graphic Design Senior Scholarship 4/1997



Recognition

Awards

- Best Of Web Design 2005 from *STEP Magazine* for a production collaboration with Design Army
- Silver Communicator™ award for web design with Birdsong Creative
- Art directed spec work job awarded to Birdsong Creative by blue ribbon panel to produce new themed Tennessee State Fair logo

Publicity

- My work has appeared in *Print Magazine* and other notable design books and annuals
- Logo design shown prominently on Good Morning America as company was featured



Proficiency

Print

Adobe Creative Suite 4 (Mac)

I've been using most of these products since version 1.0. I am highly proficient in this design suite and continue to grow and adapt as new versions are released.

Web

Dreamweaver, CSS, Wordpress, Web 2.0, XHTML

My emphasis is on front-end web design, but form must follow function. In addition to the core skills listed above, I also employ and manipulate Javascripts and other back-end resources as needed. With web there can be many means to an end and it is up to the developer to decide which is best.

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references available upon request