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Sam Lyons

Education

- Year 12 Certificate – Canberra College
- Advanced Diploma of Electronic Design and Digital Imaging – Canberra Institute of Technology

Experience

Shock Mansion Entertainment - Blog (Ongoing side project with subsequent freelance work)

- Shock Mansion is an ongoing side project that I've been involved with for the last 2 years. It is essentially an entertainment blog with a demographic of 15-30 year old males. Due to the quality of the photography and design of the blog I have had numerous freelance opportunities arise. Other members author the posts while I maintain the wordpress based site. I'm the resident photographer, designer and retouch artist. Major international clients include: Famous Stars & Straps, Osiris Shoes, Aerial7 headphones and the Canadian musicians "Swollen Members". You can view my Shock Mansion portfolio here: www.shockmansion.com/photography.
- Hired by Canadian rap group "Swollen Members" to design their album cover for "Armed to the Teeth" released worldwide in October 2009.
- Shock Mansion gains sponsorship from Osiris Shoes and was given the opportunity to produce an artist series based Shock Mansion Osiris skate shoe. I designed the shoe and shoe box and worked on the CAD's in Illustrator. The shoe will be released internationally in 2010 and is currently in the second phase of sampling.
- Shock Mansion gains sponsorship from Famous Stars & Straps (international clothing brand).
- Re-hired by Travis Barker (Drummer of band Blink182 and founder of international clothing brand Famous Stars & Straps) to photograph and design 8 high resolution images for the trade show "Magic" held in Las Vegas. These images were used as huge 8 meter billboards and then later for catalogues, brochures and an online lookbook for their 2010 clothing range.
- Hired by Famous Stars & Straps to photograph and design 10 custom themed images for an online lookbook to promote their summer 2009 clothing range.
- Hired by Canadian clothing label Brass Knuckle Therapy to design over 15 images to promote each of their sponsored athletes.
- Hired by Fabtech Auto Styling to design 2 advertisements for Street Commodores Magazine and 5 hero images for their upcoming website.
- Hired by model Paris James to retouch a series of portfolio shots.

Admission Digital (Dec 2008 - May 2009)

- Hired full-time by Admission Digital to design and maintain websites and email marketing campaigns for a large number of Australia and New Zealand based clients.
- Maintained websites on a regular basis such as: www.businessauto.com.au, www.driving-solutions.com.au, www.aucklandcricket.co.nz, www.geoffkirkwood.com, www.accuracyaustralia.com.

- Designed and developed numerous email marketing campaigns for: www.driving-solutions.com.au, www.aucklandcricket.co.nz, www.geoffkirkwood.com
- Website redesign for www.aucklandcricket.co.nz
- Website designed and part developed for www.essentialcuisine.co.nz
- Website designed for www.junioraces.co.nz

Voodoo Creative (May 2008 - November 2008)

- Hired full-time by design studio Voodoo Creative (www.voodoocreative.com.au) as Graphic/Web Designer
- Designed, developed and maintained many websites at Voodoo Creative including: www.banner2you.com.au, www.jigsawtheatre.com.au, www.cockingtongreen.com.au, www.thecurvejoinery.com.au, <http://patches.voodooweb.com.au>, www.cockingtongreen.com.au
- Worked under a Creative Director at Voodoo Creative and used time tracking software to time all projects while working to tight deadlines.
- Worked in a team environment producing logos, web screen designs, websites, business cards, posters, flyers and much more.
- Learned valuable printing skills from the other small businesses ran within Voodoo Creative “2611 Poster Printing” and “Heavens Gate” Remembrance Stationery. I learned how to maintain the Xerox printer and use scoring and collating machines. I also learned MYOB to create invoices and run credit card transactions through an eftpos terminal as well as taking cash transactions and gained valuable experience in customer service.
- Kept in constant communication with clients of Voodoo Creative, Heavens Gate and 2611 poster printing on a regular basis in both meetings and by phone.
- Placed in charge of the Voodoo Creative studio, Heavens Gate Remembrance Stationery and 2611 Poster Printing for 10 days while other staff members were overseas.
- Gained valuable team skills and experience from working in a studio with 4 other Designers, a Creative Director and an Accounts Manager.
- Trained in the use of a website content management system “Business Catalyst” that allows clients to add and edit their own content, create newsletters, manage their online store and track customer interaction.
- Left my position as Graphic Designer/Web Designer at the Voodoo Creative design studio to relocate to Brisbane to further my opportunities as a Graphic Designer.

2008 Freelance

- Received 6th place in the Photography category of a General Pants Co competition called “The Bubble” (Season 1).
- Worked with Artist Nick Lissarague to produce 8 screen-print designs, for my third line of Crooked Uniform Clothing designs. Nick provided pencil drawings which I modified into colour prints with Adobe Illustrator.
- Hired by Freestyle Magazine to design and develop their Myspace page. www.myspace.com/freestylemagazine
- Hired by High Roller energy drink to design and photograph an advertisement. http://samlyons.com.au/hr_files.html
- Hired by Shock Mansion to produce a series of photos and a customized wordpress blog. www.shockmansion.com
- Hired by Crooked Uniform to produce Magazine advertisements for Freerider Magazine, Freestyle Magazine, SLAM Magazine and Acclaim.
- My photography work was featured in a Mexican magazine called Chakota. It featured a 6 page spread of the photos I took for Crooked Uniform Clothing.
- Designed and developed website for Infralanguage (Francis Walsh).

- Designed and customized the Crooked Uniform Online Store (With X-cart software) and created and customized a Wordpress Blog that could be managed and updated by Crooked Uniform staff.
- During my spare time I designed a second line of urban clothing for Crooked Uniform using Adobe Illustrator that includes 7 Male Tshirts, 2 Female Tshirts and 2 hats. I then shot a range of photos interstate on various locations that were used for the online store, digital catalogue and numerous full-page advertisements in magazines such as Freerider MX, Freestyle Magazine, Acclaim and SLAM. All of which are distributed nationally and internationally.

AussieHQ (August 2006 - February 2008)

- In August 2006 I started working full-time for AussieHQ in the web design department as the graphic designer/web designer. I worked along side two very talented web developers.
- While working with these developers for 2 years I learned a great deal of HTML, CSS and was further taught about interface design and usability.
- AussieHQ acquired a smaller hosting company called Jumba which I then created a website re-design for and various other print advertisements.
- Designed business cards and a wide range of promotional material for AussieHQ such as 6ft tall banners, numerous posters and flyers in preparation for a large Information Technology exhibition held in Sydney called CeBit.
- Attended numerous meetings to discuss possible marketing ideas, advertisement campaigns and re-designed the AussieHQ website.
- Designed many large scale web projects for a AussieHQ (costing up to \$50,000) developed content management system such as: astorglass.com.au, perfumewishlist.com.au, Nanny Placements (Still in development at time of publication), nichesbc.com, goldminds.com.au, jumba.com.au, aussiehq.com.au and Grabaphone (still in development at time of publication).

Eway (March 2006 - August 2006)

- During my 5 month contract at Eway (Ecommerce payment gateway) as their Graphic Designer/Web Designer, I gained valuable new skills in: Microsoft Visual Studio, HTML, CSS and Flash.
- I re-designed www.eway.com.au, www.buythis.com.au and www.webactive.com.au. (These sites have since been redesigned)
- I created full page advertisements in Netguide magazine and flyers which were distributed to thousands at CeBit Technology Exhibition in Sydney.
- I also designed promotional material including: websites, admin interface designs, Flash presentations for large vertical monitors, logos, 6m x 6m promotional banners, vertical promotional stands and Flash based demonstrations

2005 Freelance

- Logo design for Promenade Carpentry
- Website design and added Javascript search engine for Contact Lens Search website
- 8 screen-print clothing designs, Flash development, photography and website design for Crooked Uniform
- Website design and development for Beyond the Hill gourmet food magazine.
- 10 week contract with the Australian Electoral Commission as junior designer for an interactive touch screen presentation to be used to teach about Federal Parliament and the voting system.
- Website design and content for Coffey MPW
- Flyer Design for Inspired Networking

2004 Freelance

- Business card, letterhead and with compliments slip design for Hybrid Motorsports.
- Business card design for IT Angels.
- Website, business card design and brochure for JB Duncan.
- Reproduced website and reorganised links to correct previous problems with website for Symbolic Systems Pty Ltd.
- Design and content update of Australian Electoral Commission website (3 month contract employed in conjunction with Sensory 7 and Optus.
- Design of drug education booklet and video cover for Alcohol and Drugs Council of Australia.
- Extended content for Beds Today website (Development only, since re-designed) <http://www.bedstoday.com.au/>
- Website design and development for OJC (Australian wine exports to China)
- Website design and development for Oz Pool Fencing
- Website design and development for Swanshell China
- Logo design for OJC (Australian wine exports to China).

Referees

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