

CONTACT MICHAEL LYDEN

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SCHOOL

Academy of Art University, San Francisco, California
Bachelor of Fine Arts in Industrial Design - Transportation Design
Date of Graduation: May 2008

Drexel University, Philadelphia, Pennsylvania
Bachelor of Science in Business Administration - Marketing and International Business
Date of Graduation: December 2002

WORK

Design:
Krohn Design, Los Angeles, California
Product Designer October 2008 – December 2008
Responsible for sketches, models, presentation graphics, marketing collateral, web layouts and graphics, and 3D models used for final renders and rapid prototyping. Developed project bids and proposals for prospective clients.

Automotive-Related:
Royal Motor Sales, San Francisco, California
Volvo Sales Specialist August 2006 – November 2006
Greeted, informed, and qualified walk-ins, aligning needs with product attributes. Developed Customer/Retailer relationship into overall ownership experience.

Aspen Automotive Group, Wallingford, Pennsylvania
Web Designer/Internet Sales Manager September 2002 – September 2004
Designed Automotive Brokerage website and managed inventory gallery. Communicated with and qualified prospective buyers via phone and email.

Schwartz Event Group, San Diego, California
Mercedes-Benz C-Spot Driving Event Administrator March 2004
Greeted, informed, and qualified event participants. Verified participant information and updated client database.

Web and Graphic Design:
Health Basics, Havertown, Pennsylvania
Web Developer/Graphic Designer September 2004 – present
Developed overall look and feel of website and marketing collateral.

SMG, Incorporated, Philadelphia, Pennsylvania
Assistant to Information Architect September 2000 – May 2002
Implemented the presentation of various materials via corporate intranet. Devised general structure of the information through both graphic and web design.

Promotional:
Momentum North America, Atlanta, Georgia
Coca-Cola Football Town USA Tour Coordinator [Midwest] Fall 2003
Communicated with representatives for over forty events across the Midwestern US. Managed local staff on site, set up and executed promotional events.

SKILLS

Experienced with Adobe Photoshop, Illustrator, InDesign and Distiller, Alias StudioTools and Sketchbook Pro, Bunkspeed Hypershot, Corel Painter, Rhino 3D, 3DStudioMax, Modo, Graphite, DreamWeaver, Quark Xpress, and Microsoft Office Suite. Adept in Mac and PC environments. Extremely familiar with Wacom tablet.
Language skills consist of English (American), Conversational Russian, and Conversational Spanish (New World)
Artistic abilities include rapid ideation, pen, verithin, prisma, marker, and digital sketching, digital and traditional rendering and illustration, tape drawing, clay modeling, 3D modeling and 3D rendering, graphic layout, typography, physical modeling, prototype mockups, photo manipulation and compositing.

OTHER

Enjoys roasting coffee beans, making pizza from scratch, and maintaining a marine fish tank. Captivated by the 928, Art Deco, Impressionism, and grammar. Developing a toy car. Studied abroad in Moscow. Work appeared in the pages of ID Magazine's Jan/Feb 2009 edition. Current member at MoMA. Founded IDC at AAU.

