



## Experience

### Zach Lyon Creative, Inc.

**Owner / Director** 2003–Present  
Responsible for all business procurement, operations, design, development, and direction of contractors, clients and projects.

### Noteworthy Clients 2003–2013

City of South Lake Tahoe Parks and Recreation, Diamond Peak Ski Resort, Golf Courses at Incline Village, Lake Tahoe Shakespeare Festival, Microsoft Licensing, Peppermill Hotel Resort and Casino, Reno-Sparks Convention and Visitor Authority.

### Hive Science

**Founder / Product Designer** 2017–2023  
Hive Science is a project featuring an integrated platform of dashboards, kiosks, and web apps for citizen science crowd-sourcing and environmental monitoring.

#### Installation: Citizen Science Tahoe

UC Davis Tahoe Environmental Research Center, Keep Tahoe Blue, and Desert Research Institute

#### Installation: Mountain Rain or Snow

Desert Research Institute, Lynker Technologies, University of Nevada, Reno

### Joinify Visitor Guides

**Founder / Product Designer** 2014–2020  
Joinify is a content publishing platform project designed to guide visitors through destinations and promote foot traffic in local businesses with deals, tours, and events by using QR codes and beacons for proximity marketing.

**Installations:** Visit Virginia City, Tahoe Parks/Sierra State Parks Foundation, City of Sparks, City of Hastings, Nebraska City, Better Spaces in New York City

### Minute7, Inc.

**Founder / Product Designer** 2007–2014  
Minute7 is a time tracking solution that integrates with QuickBooks. Features include admin dashboard, user group permissions for customers and services, syncing and timesheet reminders.

## Skills

Product Design, App Development, Branding

## Software

### Design

Figma, Adobe Creative Cloud (Illustrator, Photoshop, XD, InDesign, Lightroom, After Effects, Premiere Pro)

### Front End

HTML5, SCSS/CSS3, Javascript, Svelte/Kit, Astro, Ionic, Angular, Vue, React/Gatsby, Ruby/Jekyll, jQuery, Bootstrap, Tailwind, Material UI

### Back End

Firebase, JAM Stack, LAMP, MVC.Net

### Tools

Atlassian, Azure, Trello, Git, Node/NPM, Vite, Gulp

## History

**Twelve Horses North America** 2002–2003  
Flash Designer/Developer - Reno, NV

**Rose/Glenn Advertising** 2000–2002  
Web Designer/Developer - Reno, NV

**Lexicon Visual Marketing** 1999–2000  
Graphic/Web Designer - Reno, NV

**Barash Group Advertising** 1998–1999  
Graphic Designer - State College, PA

## Education

**Penn State University, College of Technology** 1998  
Bachelor of Science, Graphic Design  
Associate of Applied Arts, Advertising  
Williamsport, PA

**Montoursville Area High School** 1994  
Montoursville, PA

**Startup Weekend Tahoe** 2014  
Truckee, CA

**Travel Channel Academy** 2010  
Washington, DC

## Interests

Hiking, Backpacking, Running, Yoga, Photography, Music, Art, Science, Carpentry, Flyfishing, Archery, Overlanding, and Road Trips



For case studies visit [ZachLyon.com](http://ZachLyon.com)  
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