

# Zach Lyon

Design Engineer · Product Designer · Design Technologist

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## SUMMARY

Design engineer with 25+ years turning complex problems into products people use. I take ideas from research and brand through interface design to shipped products: native and web apps, SaaS dashboards, maps and data pipelines. I founded and sold a SaaS company, built citizen-science platforms funded by NASA, and today pair two decades of design judgment with AI coding agents to ship faster without cutting corners. Looking for a hands-on, senior individual-contributor role.

## EXPERIENCE

### Amoeba Media, LLC

2025–Present

Founder & Design Engineer · Williamsport, PA

Designed and shipped Trail Sherpa, an offline-first trail navigation app for the Pennsylvania Wilds, on iOS, Android and the web in five months, directing AI coding agents across 84% of commits.

Built GIS data pipelines (OpenStreetMap, USGS elevation) that cut trail mileage error from 8% to 3%, plus an admin dashboard used for grant reporting to the PA Wilds Center.

Grew a community of 124 hikers who posted 122 trail condition reports in the soft launch.

### Zach Lyon Creative, Inc.

2003–Present

Owner & Design Engineer · Reno, NV

Led brand, web and app projects for Diamond Peak Ski Resort, Peppermill Resort, RSCVA, the City of South Lake Tahoe, Lake Tahoe Shakespeare Festival and Microsoft Licensing.

Ran the business end to end: sales, budgets, project management, design and front-end development.

### Hive Science

2017–2024

Founder & Product Designer · Lake Tahoe, CA/NV

Designed Citizen Science Tahoe and Mountain Rain or Snow with UC Davis TERC, Keep Tahoe Blue, Desert Research Institute, Lynker and UNR, partly funded by NASA ROSES Earth Science.

Designed a dynamic survey builder with survey locking and annual versioning; volunteers logged about 25,000 observations.

### Joinify Visitor Guides

2014–2020

Founder & Product Designer · Reno, NV

Built white-label apps with Bluetooth-beacon walking tours and QR merchant deals for Visit Virginia City, Sierra State Parks Foundation, the Cities of Sparks and Hastings, Nebraska City and Better Spaces NYC.

Destinations updated content in real time, with no app store releases.

Grew from an in-house tool to \$25K in monthly revenue; added 1,000+ customers in a single quarter and about 100 a month after.

Featured in Entrepreneur Magazine (December 2010). Sold to my business partner in 2014.

Earlier: design roles at Twelve Horses, Rose/Glenn Advertising and Lexicon Visual Marketing in Reno, and Barash Group in State College, PA (1998–2003).

SKILLS

Define

Research & discovery · Stakeholder workshops · Requirements & strategy · AI agents & Claude Code

Develop

TypeScript, HTML & CSS · Svelte / SvelteKit, React, Vue · Ionic & Capacitor (iOS/Android) · MapLibre, PostGIS & GIS data

Design

Product & UX design · UI & design systems · Prototyping & usability testing · Brand & Adobe Creative Suite

Deploy

Cloudflare, Supabase, Firebase · Turborepo, Git, GitHub Actions · Performance, SEO & WCAG · Automation & LLM pipelines

EDUCATION

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|---------------------------------------------------------------------------------|------|
| <b>B.S. Graphic Design</b> · Penn State · Pennsylvania College of Technology    | 1998 |
| <b>A.A.A. Advertising Art</b> · Penn State · Pennsylvania College of Technology | 1996 |