MAGGIE LYONS, MBA

CREATIVE DIRECTOR & DESIGNER

AVAILABLE IMMEDIATELY · OPEN TO RELOCATION
REMOTE & US-BASED OPPORTUNITIES

01	02	03	04
Branding & Creative Strategy	**Concept Development**	**AI-Enabled Creative**	**Graphic & Visual Design**

A CAPABILITIES

01 **Creative & Art Direction**
Creative Vision · Storytelling · Creative Discernment

02 **Branding & Design**
Branding · Graphic & Visual Design

03 **Creative Strategy**
Integrated Campaigns · Brand Experiences

04 **Creative Leadership**
Creative Project Management

05 **Concept Development**
Pitch Concepts · Creative Proposals

06 **AI-Enabled Creative**
AI Workflows · Generative AI

07 **AI-Assisted Development**
Coding · Web Applications · Deployment

B TECHNOLOGY

DESIGN & CREATIVE SOFTWARE
Adobe Creative Cloud · Figma · Adobe XD · Canva

AI PLATFORMS & TOOLS
ChatGPT · Claude · Claude Code · OpenAI Codex · Higgsfield · fal.ai · Seedance · Kling · Google Veo · Gemini / Nano Banana · GPT Image

WEB DEVELOPMENT & DEPLOYMENT
React · TypeScript · Next.js · Vite · Supabase · Three.js · GitHub · Vercel · Shopify · WordPress · WooCommerce

PROJECT MANAGEMENT & COLLABORATION
ClickUp · Asana · Slack · Basecamp

01 PROFILE

20+ years of creative vision, conceptual thinking, and hands-on design expertise, with a drive to explore what's possible with generative AI.

A creative leader who develops original ideas, shapes creative direction, and translates complex briefs into brand identities, campaigns, and distinctive creative experiences. Brings deep experience in branding, graphic and visual design, and packaging, alongside agency leadership, art direction, and compelling creative proposals. Leads teams and projects through concept development, storytelling, and design, with the hands-on skill to execute the work.

Uses generative AI and AI-assisted development throughout the creative process, from image and video exploration to interactive pitch sites, prototypes, and functional web applications.

02 EXPERIENCE

CREATIVE DIRECTOR
JAN 2025–CURRENT

MTA (Mena-Tinoco Inc.) · Contractor · Global Remote Team

- Lead creative direction and concept development for international agency projects, collaborating with a global creative team.
- Lead creative direction, strategy, concept development, and visual design for agency pitches, integrated campaigns, brand experiences, and digital initiatives.
- Translate client briefs, brand requirements, and creative objectives into distinct concepts, art direction, visual narratives, and complete creative proposals.
- Lead projects and collaborate with designers and multidisciplinary specialists, guiding work through concept exploration, presentation, and production handoff.
- Create AI-assisted image and video assets, storyboards, interactive pitch websites, and demonstrations to communicate creative concepts.
- Design and build websites, application prototypes, and functional web applications through AI-assisted coding, managing GitHub repositories and Vercel deployments.
- Develop reusable AI workflows for team use, including a shared GitHub repository of Markdown workflow guides.
- Develop brand positioning, landing pages, creative proposals, and copy for agency business development.

CONTINUED / P. 02

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C EDUCATION

MBA
Shidler College of Business, University of Hawaii
Focus: Asia, Marketing & Entrepreneurship

BFA, GRAPHIC DESIGN
University of South Florida
Minor: Art History

D ADDITIONAL

Freelance Creative Director & Designer
Contract · Ongoing
Develop brand strategies, visual identities, graphic design, packaging, websites, and digital experiences for independent businesses and agency clients.

Carry brand concepts across identity systems, print, packaging, websites, and e-commerce experiences.

Head of English Market, Marketing
Shanti Travel
Led market development, marketing strategy, partnerships, digital content, and international travel program initiatives.

Project Manager, Sustainability Projects
John Hardy / Green by John
Coordinated sustainability, architecture, design, and social-impact projects involving Green School, Green Village, Kulkul Farm, and Bambu Indah.

Associate Sales Representative & Hawaii Team Lead
Stryker Endoscopy
Supported medical technology sales, clinical training, professional relationships, and team leadership.

02 EXPERIENCE, CONTINUED

SENIOR DESIGNER, UX/UI
RevvedUp AI · AI Marketing Platform, UK (Remote) · Contract · Sept–Dec 2025

- Redesigned the client-facing landing page templates for an AI marketing platform, then built and launched them directly in the platform.
- Designed and launched live landing pages for invite-only campaigns and workshop events, working directly with the co-founder.
- Designed the complete trade show booth for B2B conferences, including the backdrop, counter, banners, and branded event pieces.

CREATIVE DIRECTOR
Brand Story Experts · Sarasota, Florida

- Led agency-wide creative direction, overseeing brand development, graphic design, and integrated campaigns spanning digital, print, advertising, video, and outdoor media.
- Conceived and personally presented annual creative strategies and campaign themes that guided client creative initiatives.
- Directed and mentored graphic designers, setting art direction, reviewing work, and maintaining visual quality and brand consistency.
- Managed creative assignments, production schedules, and resources, coordinating with departmental leads across the agency.

CREATIVE DIRECTOR, CONTRACT
Tropical Labs · Tampa, Florida

- Provided creative leadership and design oversight during a departmental transition.
- Directed a website redesign and platform migration; improved creative workflows and project delivery.
- Led packaging and label design for skincare and personal-care products, including print-ready artwork, dielines, proofing, and product mockups.

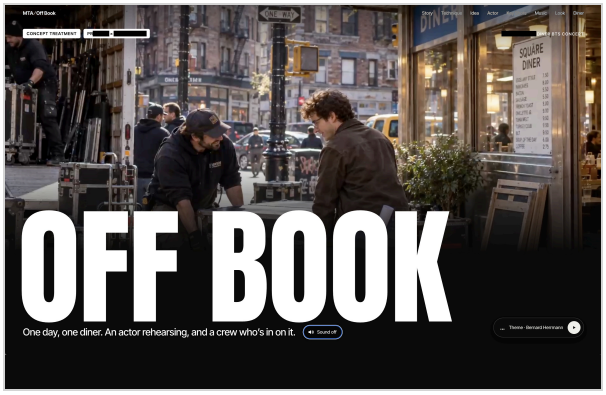
SENIOR GRAPHIC DESIGNER & UI/UX DESIGNER
Willow Digital · Bali, Indonesia

- Designed brand identities, websites, landing pages, and UI/UX experiences for agency clients.
- Contributed creative copy, brand strategy, and digital concepts; directed junior designers and collaborated with developers through implementation.

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03 SELECTED CASE STUDIES – Pitch concepts, brand experiences, and digital builds, 2025–Current



OFF BOOK: BEHIND-THE-SCENES FILM TREATMENT 01

Film treatment and interactive pitch website
Production company for a confidential global beverage brand

BRIEF Develop a film concept that would extend the story of a one-day diner pop-up.

MY ROLE Developed the creative treatment and script, created AI-assisted imagery, storyboards and video explorations, and designed and built the pitch website.

OUTCOME Creative treatment and pitch site delivered; the film progressed into post-production.

SKILLS & TOOLS Creative Direction · Concept Development · Scriptwriting · Storyboarding · Generative AI · Claude Code · Vercel





POP-UP SHOWROOM CONCEPTS AND PITCH SITE 02

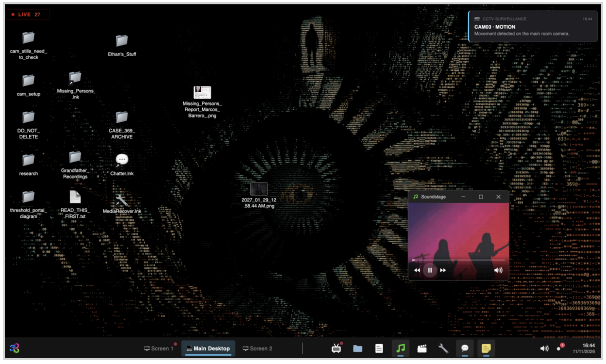
Experiential concepts and interactive pitch website
Experiential agency for a confidential sleep-tech brand

BRIEF Develop four pop-up showroom directions for a sleep-tech brand.

MY ROLE Led development of four directions from early team ideas into detailed experiences, creating AI concept imagery, layouts, and the interactive pitch website.

OUTCOME Delivered four showroom concepts and an interactive pitch website for client presentation.

SKILLS & TOOLS Concept Development · Experiential Design · Art Direction · Generative AI · Web Development · Claude Code · Vercel



SENTINEL FILM DEMO 03

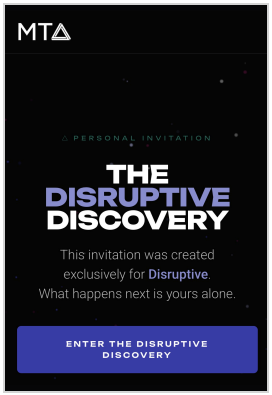
Interactive film demo application
Independent film studio, confidential project

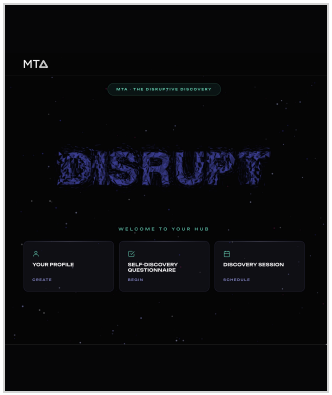
BRIEF Create an interactive platform concept for an unreleased film franchise.

MY ROLE Led the concept prototype and developed a working React web application with multiple screens, interactive in-app features, and coded animations.

OUTCOME Delivered a live, functional demo application demonstrating the interactive concept.

SKILLS & TOOLS UI/UX Design · Front-End Development · Motion Design · Generative AI · React · TypeScript · Claude Code





THE DISRUPTIVE DISCOVERY 04

Invitation-only sales funnel and client hub
MTA in-house project

BRIEF Translate a premium consulting offer into a personalized, invitation-only digital journey.

MY ROLE Led creative direction, UX, copywriting, and AI-assisted development of a sales funnel and client hub featuring personalized onboarding, a 3D identity graphic, and booking functionality.

OUTCOME Launched the live funnel, client hub, and onboarding experience.

SKILLS & TOOLS UI/UX Design · Sales Funnel Design · Copywriting · 3D Graphics · Next.js · Three.js · Claude Code