David K. Lyon

CREATIVE DIRECTOR

New York, NY, USA

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Award-winning executive creative director with proven ability to drive revenue and profitability through innovative conceptual design and team leadership.

Innovative Conceptual Design – from inception of breakthrough brand ideas through to executional excellence at all consumer touchpoints. Skilled in concept development of “branded venues” and strategic positioning.

Design Team Leadership – proven leader of one of the largest and most successful corporate design teams in North America. Extensive experience in recruiting, managing, developing and motivating exceptional creative in-house teams and outside agencies.

Packaging Architecture & Engineering – functional expert in component development for glass, plastics and metals. Provides leadership and vision in planning and directing all phases of design and development from concept through rollout of finished goods at market.

KEY AREAS OF EXPERTISE

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Packaging Design & Engineering Branding Competitive Analysis Strategic Planning Market Strategy Team Leadership
Budget Development/Management
Change Management Corporate Reorganization Operations Management Production Support Vendor Relationships

Experience

Executive Creative Director

Norwalk, CT
Apr 2011 - Present

Beauregard & Partners llc.

Consultant for a diverse client base in a variety of capacities, partial client list including the following:
• Skyler Brand Ventures : Design and Development of ERASA XEP30 2015 ALLURE Best of Beauty Breakthrough WINNER!
• Tres Papalotes: Cheech Marin Mezcal brand - Watch for Launch!
• Blue Mercury: Design and Development of lune+aster - Private Label skincare and color line
• Estee Lauder: Design for Asia Specific skincare launch. Design then utilized for launch of New Dimension
• Creed Strategic Imaging:
Creative Director lead for Frederic Fekkai line extensions, salon visuals and launch collateral. Lux Hair wig line NOW, HOW, WOW (Sherri Shepperd, Tabatha Coffey, Daisy Fuentes) package design, launch collateral, web layout. Restructuring of Design team including development of organizational charts, job descriptions, review processes, overall studio analysis with recommendations for future growth.
• LPK (Cincinatti): White Space customer profiles via Mood Boards identifying her home, space and lifestyle for “masstige” multi-million dollar skincare client.
Concepts for relaunch of global “mass” haircare line incorporating 40 years of its heritage.
• PartyLite inc: Creative lead on redesign of Forbidden Fruits core candle line, as well as line extension concept into skincare. Concept design for 40th Anniversary candle design and Just Desserts four fragrance candles.
• Cloudbreak Group: “New York Yankees fragrance” line extension into skincare for both men and women as well as additional MLB concept design work.

Vice President Brand Design

Bath and Body Works - Limited Brands, New York

New York, New York
Apr 2002 - Apr 2011

Direct Report to President Brand Development
Creative Director for packaging design and innovation for speciality retail market leader in beauty and personal care.

Design team leader in New York and Columbus, with outside agencies, to create new product concepts and manage execution for all twenty Bath & Body Works brands — contributing to $2.2 billion in sales in the last fiscal year.
• Executive level design partner for all major launches with Limited Brands Inc. Chairman/CEO Les Wexner, CEO Diane Neal and Brand Development President Camille McDonald
• Restructured Brand Design team to create competitive advantage through speed to market
• Established relationships with a stable of cutting-edge design studio partners to raise design standards dramatically and to propel company image
• Fiscal management of $5.5 million design budget, delivering exceptional results within strict limitations
• Led restage of Bath & Body Works Signature Collection, including the evolution of the iconic bottle, leading to brand revitalization representing $900 Million in sales
• Creative Director for award-winning C.O. Bigelow brand launch of 128 skus including all packaging, collateral, public relations materials and C.O. Bigelow Beauty Editor book
• Creative Director for the design and execution of Patricia Wexler MD Dermatology skin care brand launch
• Creative Director for best-selling and trend-setting Anti-bacterial hand gel collections
• Creative Director behind the design of boutique body care collections for The Savannah Bee Company, Aquitanica Spa, Pure Simplicity and Breathe
Awards:
• 2010 Fifi award for Best Packaging Women’s Mass Appeal
• 2010 HBA award for International Package Design, Personal Care Mass category Men’s line
• 2009 Communications Arts Design Annual - C.O. Bigelow Men’s Elixir Blue primary and secondary packaging
• 2005 Communications Arts Design Annual - C.O. Bigelow Soap Collection, Lotio Menthalus packaging

Global Design Director – Skin Care

Estée Lauder Companies

New York, New York
Feb 1999 - Apr 2002

Packaging design lead for Estée Lauder global skincare to successfully revitalize the identity of this landmark brand in partnership with executive management team; Dan Brestle, Patrick Bousquet-Chavanne and Aerin Lauder.
Accomplishments:
• Led redesign of corporate identity.
• Managed re-design for the entire skincare line to a unified global image including all jars, bottles, tubes, cans, and secondary packaging for every product.
• Designed and developed package and line extensions for Idealist.
• Conceived bottle, jar and cap for LightSource, which became the benchmark design for Lauder skin Care.

Director

Nicosia Creative Expresso Ltd. - NiCE Ltd.

New York, New York
1998 - 1999

Implemented corporate structure and “best practice” processes into a privately owned creative studio environment, setting standards for improved creative work, customer service and communications between staff and key clients.
• Led creative staff of twenty art directors, designers, production team, and multimedia designers
• Design leader for all Elizabeth Arden packaging projects, including re-design of Eau Fraiche fragrance, from logo through primary and secondary packaging.
• Collateral design for blockbuster launch of Smartwear foundation. • Art directed all Cerruti promotional packaging for Cerruti Image as well as 1881.

Design Director

New York, New York

Elizabeth Arden

Creative direction for all design projects, including international brand launches, packaging and collateral material.
• Designed and developed primary and secondary packaging for Lagerfeld Jako fragrance, for which patents were granted.
• Art directed Value Improvement Program — reducing costs through design modifications on eighteen brands saving the company over $7.5 million.
• Managed international launch of Chloé Innocence and developed line extensions for the domestic launch.

Art Director

New York, New York

Ralph Lauren Fragrances - Cosmair, Inc.,

Developed concepts, design, and production for Lauren, Safari and Safari for Men with creative budget of over $650,000.
• Created concepts for promotional packaging including Christmas, Spring and Fall seasons for US and international markets.
• Managed all phases of production for packaging and print materials for Lauren, Safari and Safari for Men.
• Art directed photography for packaging, co-op advertising and print material.
• Supervised press runs for packaging, promotional ads, scentstrips and catalogs
• Created graphic themes and event set-ups for major sales meetings, in-house store presentations and special events.

Education

BFA Communication Design

New York, New YOrk - 1983

Parsons School of Design

DESIGN AWARDS

DESIGN AWARDS

• 2015 Allure Best in Beauty Award - Erasa XEP30
• 2010 FiFi Award for Best Packaging Women's Mass Appeal, Bath & Body Works
• 2010 HBA Award for International Package Design, Personal Care Mass category Men's line Signature Collection, Bath & Body Works
• 2009 Communications Arts Design Annual, C.O. Bigelow Men's Elixir Blue primary and secondary packaging, Bath & Body Works
• 2005 Communications Arts Design Annual, C.O. Bigelow Soap Collection packaging, Bath & Body Works

SPEAKING ENGAGEMENTS

• HBA GLOBAL 2015 - New York, Developing a Signature Package Design (June 2015)
• ICMAD - New York, City Awards, judging panel (June 2013)
• HBA 2013 – New York, From Private Label to Private Brand (June 2013)
• Fragrance Foundation Career Seminar – New York, Making Scents of your Future (April 2012)
•The Private Brand Movement – Chicago, Leveraging Trends to Build Brands (September 2011)
•FUSE 2011 – Chicago, Design in a Speed to Market Environment (March 2011)
•Fragrance Foundation Career Seminar – New York, Making Scents of your Future (April 2012)
•Luxe Pack – New York, When the Package Becomes the Brand (September 2008)

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