

BRANDON M LYON, BA • [8056890077](tel:8056890077) • [bmlyon@gmail](mailto:bmlyon@gmail.com) • [linkedin.com/brandonmlyon/](https://www.linkedin.com/in/brandonmlyon/) • brandonmlyon.com • Paso Robles, CA

Provided UX research, growth, & conversion optimization for a multibillion dollar company, architected code for a SaaS website with millions of users, developed platforms for user-generated content & gamification, headed full stack development for e-commerce, & managed mixed discipline teams of engineers, designers, QA, & ops.

15+ years experience as UX, software engineer, & growth specialist.

3+ years experience as manager with over 10 years in leadership.

Work History

Lead Design Technologist @ Macrometa, September 2022 to Present

- Built a design system & engineering framework to consolidate multiple sites, apps, & projects.
- Roadmapped & implemented a new marketing website & CMS, improving performance 3x.
- Lead Initiatives across pagespeed, SEO, analytics, & project management for design engineering.

Website Manager @ Codefresh, June 2021 to July 2022

- Directed a rebrand & created a design system with 3x implementation throughput.
- Managed contractors, designers, engineers, & facilitated ops improvements for > 100 projects.
- Achieved 1st page SERP rank for keywords & improved pagespeed from 20 to 100.
- Lead a cloud migration adopting GitOps for 3x output.

Marketing UX & Engineering Manager @ GitLab, June 2019 to June 2021

- Lead a team of 8 including 3 designers and 5 developers through 48 high-value projects.
- Planned and implemented a design system & related website rebuild from scratch.
- Strategized quarterly goals, provided training, ran workshops, & wrote documentation.
- Architected a statically-generated marketing website with over 1,000 contributors.
- Lead implementation of tools for AB testing, search, asset management, localization, & lead gen.

Lead Front End Developer & UX @ Experts Exchange, March 2009 to June 2019

- Lead cross-discipline agile teams through over 240 different projects.
- Developed growth marketing funnels improving conversion & churn.
- Lead UX for efforts around IA, community, gamification, & mobile app.

Design Manager @ Straight Down Clothing Company, October 2007 to January 2009

- Managed production of the e-commerce website's design, code, & content.
- Managed & mentored designers, interns, & content contributors.
- Lead production of marketing materials resulting in millions of dollars of sales.

Skills

Management, Figma, Creative Suite, UX, IA, Dovetail, Storybook, SEO, React, Next, Vue, Nuxt, Angular, CI-CD, DNS, CDN, WAF, edge compute, serverless, static site generator, CMS, PHP, Ruby, JavaScript, Git, growth, conversion, acquisition, retention, churn, analytics, Marketo, Hubspot, drip campaigns, digital marketing, split testing A/B & multivariate, feature flags, ops, infrastructure, project management, writing documentation, Jira, remote work, monitoring, performance, pagespeed, web core vitals, lighthouse