



Cody Lyle DeLong

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Durham, NC

I'm a multidisciplinary visual experience designer focusing in digital products based in Durham, North Carolina. I have a passion for human-centered design, cognitive behavioural science, and clean fashion. I love all things typography, motion design and Illustration. You can find me on the interwebs @codylyle everywhere or in your local coffeeshop chugging an iced americano.

Passions

Cognitive Behavioural Science,
Clean Fashion, Human Rights,
Experiences, Caffeine in all forms,
Nostalgia, Ephemera, Haruki Murakami
Novels, Magical Realism, Biology, Pottery,
Neon signs, Hiking, Documenting
magical moments and light, Capsule
wardrobes, and humans

Education

Savannah College of Art and Design
– BFA Graphic Design, Visual Design
IBM Patterns, Design Thinking bootcamp
IBM Design Thinking Facilitation Workshop
IBM Watson, AI Design Thinking Workshop
IBM Cloud, Hybrid Cloud Education

Recognition and Awards

Columbia Scholastic Press Association
– Design of a single spread
Columbia Scholastic Press Association
– Use of a designed or art headline
International Design Awards, Print Design
– Honorable Mention, Poster Design
Savannah College of Art and Design,
Grad showcase
– Silver, print design

Tools

Sketch	Photoshop
Indesign	Flinto
Procreate	Invision
Aftereffect	Illustrator
Github	Trello
Jira	Mural

Experience

Visual Experience Designer – IBM Durham, NC 2019–present

Worked as a visual experience designer for Systems enterprise software.
Worked as the primary designer for DevOps insights and IDE development for data and metrics.
Worked with the office of Designer and Community Practices to create a service to foster career development for designers at IBM.
Led Service Design project for a Hybrid Cloud development to align design, product management, and development for a cohesive end-to-end user journey.
Wrote research plans and protocol for user interviews and research.

Visual Design Intern – Starbucks Creative Studio, Starbucks Reserve Seattle, WA 2018

Worked across 7 design teams across various media from social media to merchandise design and digital media strategy.
Created a 13 piece merchandise collection for Asia Pacific for Starbucks Reserve for the Lunar Harvest fall collection.
Art directed and designed the summer cold beverage social campaign for Starbucks Reserve instagram creating both social channel and promotional content.
Assisted in the design for 4 social campaigns creating visual and motion assets for the campaigns across several channels.
Led, designed and researched the Starbucks Reserve social media brand guidelines to be used by Starbucks Reserve stores across the globe.
Designed packaging for whole bean coffee for Starbucks Reserve North America.
Designed packaging and promotional material for Starbucks Reserve Roastery Shanghai.

Digital Media Strategist and Designer – The Home Depot SCAD Pro Sponsored Course Atlanta, GA 2018

Led a team of 13 other student to design and develop brand assets and strategy for Husky Tools from The Home Depot across digital, experiential, and promotional platforms for the brand.
Worked as the project manager for the project and lead for the digital team.
Created brand strategy for brand partnership and influencer strategy.
Led research for digital platform experience for Husky Tools.
Created visual and content guidelines for social media strategy and brand experience.