

CRYSTAL LYON

ART EDUCATOR | PROJECT PLANNING & MANAGEMENT | COMMUNITY ARTIST
GRAPHIC DESIGN | ILLUSTRATION | ART INSTALLATION | MURALISM | VIDEO & FILMMAKING | AUTHOR

EDUCATION:

Master of Fine Art in Motion Picture and Television: Production Design	2013
The Academy of Art University, San Francisco, CA	
Bachelor of Fine Art in New Media Design	2009
State University of New York at Cortland, Cortland, NY	
Earned additional 15 credits focused on Art History	2009
State University of New York at Cortland, Cortland, NY	
Associate of Science in Graphic Design	2005
Tompkins Cortland Community College, Dryden, NY	

SKILLS:

SOFTWARE:

Blender
Adobe Premiere, Illustrator, Photoshop,
InDesign, After Effects, Premiere, Animate
Final Cut Pro
Avid
Krita
Sketchbook
Artweaver
Logic Pro
MS Office
Tilt Brush
Maya
Pro Tools
Mac OS & PC platform

IMAGEMAKING:

Storyboarding
Video Editing
Traditional & Digital Illustration, Drawing,
Painting
Screenprinting
Block printing
Mural Design
Pop-up murals
Typography & Layout
Film & Digital Photography
Projection Art

HARDWARE:

DV Filmmaking & Experimental Video
DSLR Photography
Surface Pro Tablet
Surface Book 2
Huion Pen Display
Wacom Digital Drawing Tablets
VR/Oculus Rift Video
Laser Cutting & Engraving
Uninet iColor 600
Flat Heat & Mug Press
Cricut

TEACHING EXPERIENCE:

ADJUNCT INSTRUCTOR

Jan 2020-present

Tompkins Cortland Community College, Dryden, NY

ART 123: Exploring Artistic Techniques (Developed Curriculum): This course serves as an introduction to art making and the 8 Studio Habits of Mind (develop craft, engage & persist, envision, express, observe, reflect, stretch & explore, understand art worlds). The course explores various artistic mediums, techniques, tools, and styles and how the process of art making can aid in developing craft and attention to detail, expression, focus and persistence, critical thinking, problem-solving, and observational skills. Topics include creating two-dimensional images and three-dimensional forms from materials and techniques such as pastel, acrylic paint, graphite, ink, sun-printing, printmaking, photography, assemblage, papermaking, corrugated fiberboard, and wire. Various styles, movements, and artists/designers associated with the topics will be explored to add context to the historic and cultural significance of the mediums, with an emphasis placed on connecting the medium's context to current professional applications. The elements and principles of design will be introduced to provide students a better understanding of how to make dynamic compositions and discuss the arts/design. Media and techniques taught may change to coordinate with current faculty expertise and interest from the community. Demonstrations, lectures, and critiques support art assignments.

ART 124: Design Thinking & Visual Communication (Developed Curriculum): This course serves as a study of design and visual communication, which can develop better problem-solving and communication skills. Topics include design thinking, which is a human-centered approach to problem solving, and the concept of show and tell in visual communication, which is a method of distilling ideas using graphics and text. In this course students will learn how to use the stages of design

thinking to solve complex problems and how to communicate more effectively using visual communication concepts. Students will be introduced to various brainstorming processes, ideation, prototyping, psychological and sociological concepts used within design such as analytical, creative, and practical intelligence, the distilled design principles compositional method C.R.A.P. (contrast, repetition, alignment, and proximity), and case studies from global visual communication fields such as user experience and graphic design. Demonstrations, lectures, applied learning, and critiques will be utilized in the course.

ART 117: Design Foundations I (Collaborated on Developed Curriculum): This course introduces the basic visual vocabulary of the principles and elements of two-dimensional design and provides a variety of experiences addressing the creative application of design concepts utilizing digital media in place of traditional artistic media. Projects, lectures, and critiques address the development of compositional, conceptual, and aesthetic problem solving. Critiques, written analysis, and class discussions provide opportunities to analyze the design process, principles and elements of design, concept development, composition, color systems, the basics of typography, and designing with type and image. The use of software for the creation of vector graphics is the main application utilized in the creation of student assignments, with an emphasis on building imagery utilizing shapes, manipulating points and paths, and both freehand and precise plotted points vector drawing. The use of software for creation of raster graphics is also introduced.

PROFESSIONAL TUTOR: ART & COMMUNICATION PROGRAMS

Aug 2018-present

Tompkins Cortland Community College, Dryden, NY

Specialized tutor in traditional and digital art/design media assist students in understanding curriculum and creative skill development. Promote tutoring in the classroom through push-in/linked tutoring, forming collaborative and professional relationships with students to support learning. Finding career-building opportunities beyond the college setting such as exhibitions, project proposals, and project collaboration.

Tutoring is a free service to current Tompkins Cortland Community College students on a drop-in, first-come, first-served basis. Tutoring is done on a drop-in or appointment basis by peer (student) tutors, para-professional, and professional tutors. The tutors all function as guides and coaches; they facilitate learning and encourage students to become successful, independent learners. The center's tutors assist students with their understandings of course/subject specific content, study skills, writing skills, and basic skills (note-taking, time management, etc.).

ADJUNCT INSTRUCTOR

Art & Art History

Aug-Dec 2019

SUNY Cortland, Cortland, NY

ATS 343 - Multi Media I: Introduction to time-based and interactive digital media in which audio and visual media are explored and refined into personal aesthetic statements.

TEACHING ARTIST & ASSISTANT EDUCATION COORDINATOR

Art for Lunch Program

July-Aug. 2017-19

Cortland Repertory Theatre Youth Program in partnership with the Cortland Arts Connection, Cortland, NY

Workshop 2018: Taught a youth art workshop focused on creating abstract images using bubbles mixed with food coloring. Participants were introduced to various application techniques and masking while engaged in personal expression through abstraction.

Workshop 2017: Taught a youth art workshop on UV printmaking using Solarfast paper to create photograms using both provided and found objects.

Assistant Educational Coordinator: Organized artists and supported them on site by providing materials and assistance for their workshops. The goal of the summer program is to provide free creative opportunities and entertainment during the Cortland Free Lunch program.

CURATORIAL & PROJECT MANAGEMENT EXPERIENCE:

EXHIBITION COORDINATOR & CURATOR

Creative Cortland: A Winter Visual Arts Exhibition

Cortland Repertory Theatre Downtown, Cortland, NY

January 2022 - March 2022

January 2021 - March 2021

Dec 2019 - March 2020

Dec 2018 - March 2019

Development and management of CRT Downtown's Winter Visual Art Exhibition: Creative Cortland. Responsibilities include: writing press releases and artist entry forms, designing promotional materials, organizing a jury of local professionals in the arts (2019), curating and coordinating the exhibition, planning, preparing and converting the black-box theater into a pop-up gallery, hanging artwork and overseeing local and student volunteers.

A LIVE painting component was added for the 2022 exhibition, Awakening which invited local artists to give them a platform to showcase their professional creative skills during the Opening Reception and Happy Hour. These events activated the space and displayed the creation of art as a performance. Happy Hour was live-streamed to continue to extend accessibility to the event. The exhibition was open to the public Feb 25 - March 6, 2022

Due to the COVID-19 pandemic, a socially distant environment became necessary for the 2021 exhibition, Persist. Adding a social media component with a live stream of the opening reception including an introduction to artists' works and a walkthrough of the exhibition space. Artists provided a headshot and an answer to the question: "What happens to the imagination under prolonged pervasive circumstances?" which served in lieu of the artists' physical presence. Socially distant one-on-one artist talks were scheduled throughout the duration of the exhibition and live streamed. The exhibition was open to the public Feb 26 - March 17, 2021

ARTIST & COLLABORATOR

Cortland Repertory Theatre Presents: Ghosts in the Park

Aug - Oct 2020

Dwyer Park, Preble, New York

A collaboration in response to the Covid-19 pandemic between Cortland Repertory Theatre, CRT Youth Program, Cortland Youth Bureau Summer Drama, Cortland Performing Arts Institute, SUNY Cortland Musical Theatre, and the Cortland County community. The creative solution resulted in delivering a safe, live theatrical experience during a global pandemic. *Ghosts in the Park* is a new, socially distanced drive-thru trick or treating experience set in historic Dwyer Memorial Park. From the safety of their own vehicle, the audience drives along a spooky path filled with ghosts, witches, vampires, aliens, and monsters with an I-Spy game and a treat bag at the end of their journey. Assisted with sets, costumes, and art installations designed and built by local volunteer designers and artists creating a Halloween-themed setting. Earned my first acting credit as the ghost of Grace Brown.

CURATOR

Cortland Repertory Theatre Presents: Tom Haskell Photo Gallery

July-Aug 2020

Cortland, New York

Commissioned by Catherine Bertini to curate and hang the exhibitions of photography and prints of Tom Haskell, a Cortland native who developed his long-term hobby of photography into a career with a local portrait studio, Tom Haskell Photoworks, and as freelancing photographer. Haskell worked as a volunteer as a chief field photographer for the United Nations World Food Program visiting more than 40 countries including North Korea, Iraq, China, Sudan, Rwanda, Angola, Sierra Leone, and Kosovo, and capturing portraits of people and cultural moments. The exhibition is a retrospective of this work.

ARTIST & COLLABORATOR

Cortland Repertory Theatre Presents: Stories in the Park

June-July 2020

Dwyer Park, Preble, New York

A collaboration in response to the Covid-19 pandemic between Cortland Repertory Theatre, CRT Youth Program, Cortland Youth Bureau Summer Drama, Cortland Performing Arts Institute, SUNY Cortland Musical Theatre, and the Cortland County community. The creative solution resulted in delivering a safe, live theatrical experience during a global pandemic. *Stories in the Park* is a new, socially distanced drive-thru experience celebrating summer, stories, and childhood memories set in historic Dwyer Memorial Park. From the safety of their own vehicle, the audience drives along a fantastical musical path populated by high-spirited costumed characters from favorite childhood stories and an I-Spy game. Sets, costumes, and art installations were designed and built by local volunteer designers and artists to create a living storybook.

Designed art installations representing the joy of a rainbow and serving as bookends to *Stories in the Park*. The installation is activated by the natural motion of the Little York Lake breeze, temporarily draping Dwyer Park in playful color. The assemblage was completed through socially distant construction sessions with the assistance of Tompkins Cortland Community College students and recent graduates.

ARTIST, COLLABORATOR & COORDINATOR

Black Live Matter: Street Mural

June 2020

Cortland, New York

Commissioned by Timothy Bennett and in collaboration with artist Molly Reagon Andrejko, volunteered to paint a community Black Lives Matter mural unique to the Cortland Community in the intersection of Main st. and Court Street to participate in that current complicated national discussion. Designed the mural, assembled a crew of painting volunteers, and co-managing on-site with Molly Reagon Andrejko. The painting took place while maintaining social distance guidelines due to the COVID-19 pandemic on June 29th, 2020

CO-EVENT PLANNER, COLLABORATOR & GRAPHIC DESIGNER

Gears To Corsets: Cortland County Steampunk Festival

Jan-Sep. 2019

Cortland and Homer, NY

Collaborating to plan and create a three-day Steampunk festival event to encourage tourism and local excitement. Participants in planning include the businesses affiliated with the Cortland Corset Building, 1890 House Museum, Living History Museum, Cortland County Visitor and Convention Bureau, and Culture Council of Cortland County. Graphic designer for promotional material for the event including posters, event schedule, t-shirts, and consulting on website design and staff pins. The event took place September 27-29, 2019.

EXHIBITION COORDINATOR & CURATOR, CO-EVENT PLANNER & MANAGER

Cortland Corset Building Showcase

May-Oct. 2018

Cortland Corset Building, Cortland, NY

Working with local businesses, artists, and musicians affiliated with the Cortland Corset Building along with the building owner, Peter Meuhlbauer, planned a community reintroduction event on September 29, 2018. This free event included music from the Tribal Revival Band, catered food and visiting local vendors, offerings specific to the event offered by many of the building's businesses, the Cortland Creative Collective Art Exhibition, and the official unveiling of the Cortland Corset Company Mural and Restoration. Designed and printed posters and handbills, created an ad for What's Hot Magazine, promoted the event via social media and print campaigns.

Organized an art exhibition to highlight local Cortland area artists in the Cortland Corset Building as part of the Cortland Corset Building Showcase. Aided participating Tompkins Cortland CC art students in presenting, transporting, pricing, and submitting their work. Curated, juried, and hung the exhibition with the assistance of graphic designer and screen printing artist, Eric Earley of Stoked Clothing Co. Live screen printing demos during the event.

CREATIVE ADVOCACY EXPERIENCE:

CHAIRPERSON OF PUBLIC ARTS

Cortland DRI Crown City Artworks Project

2022-present

City of Cortland, NY

Serving on the planning committee consisting of professional local artists, city officials, and local organizations as Chairperson of Public Arts. The Chairperson's role is to organize the committee utilizing the creative expertise of its members. Arranging meetings and developing a unified community vision for the public art components of the Downtown Revitalization Initiative. Facilitate the creation of public art structure and planning to launch future calls for artists and artwork.

PLANNING COMMITTEE FOR PUBLIC ARTS COLLABORATOR

Cortland DRI Crown City Artworks Project

2017-2022

City of Cortland, NY

Developed the Crown City Artworks project proposal to request funding from Cortland's \$10 million Downtown Revitalization Initiative Grant which allotted \$200,000 for public arts approved by New York State. Serving on the planning committee that consists of professional local artists, city officials, and local organizations.

COMMUNITY ARTIST & COLLABORATOR

CNY Arts Pop-Up Arts In The Window

2019

Cortland County

Serving on the CNY Arts Pop-Up Arts in the Window panel reviewing project proposals and allocated funding for local artists and organizations applying to create temporary art installations in vacant storefronts in Downtown Cortland.

SUPPORTING PHOTOGRAPHER, LOCATION COORDINATOR & CONSULTANT

Cortland Downtown Revitalization Initiative (DRI) Grant

May-June 2017

City of Cortland, NY

Assisted in securing a \$10 million revitalization grant for the City of Cortland. Worked collaboratively with local legislatures and the City of Cortland's Mayor Brian Tobin to develop a strong visual presence for the city's second Downtown Revitalization Initiative grant application. Helped to develop concept, content, and photographic stills for a video lending to the grant's visual narrative eliciting an emotional response to the various grant project proposals. As a local working artist, I also provided an interview and on-location modeling for the project. The resulting video, Building Up Cortland, and the still photographs were used in the winning \$10 million grant application. Assisted in scouting locations, securing model releases, and worked as a supporting photographer.

GRANT WRITING EXPERIENCE:

ARTIST, PROJECT PLANNER & MANAGER

Historical Fantasy: Steampunk Projection Art

June-Sept 2019

Cortland and Homer, NY

A multiple location art installation aimed to introduce the Cortland community to site-specific, temporary art during the first annual Gears to Corsets Cortland County Steampunk Festival September 27-29, 2019. Inspired by the LUMA Festival in Binghamton, NY, and springboarding off the Steampunk theme from the 2018 mural, creating digital illustrations to be projected on iconic buildings such as the Cortland Clock Tower. This project will include volunteers from the community and Tompkins Cortland CC and SUNY Cortland interns. Funding of \$2500 was awarded through the CNY Arts Decentralized Grant for Individual Artists.

ARTIST, PROJECT PLANNER & MANAGER

Cortland Corset Company Mural & Restoration

June-Sept 2018

Cortland Corset Building, Cortland, NY

A community mural project celebrating the evolution of the Cortland Corset Building; from an industrial center to a creative hub for artists, musicians, and entrepreneurs in the City of Cortland. Partial funding of \$2500 was awarded through the CNY Arts Decentralized Grant for Individual Artists. Raised the remaining funding required to complete the project through grassroots marketing, crowdfunding, community networking, social media, and sale of project-specific merchandise including local screen printed t-shirts and mural bricks. The painting of the mural involved local volunteers, as well as interns from Tompkins Cortland CC. The mural was officially unveiled at the Cortland Corset Building Showcase on September 29, 2018.

CONFERENCES AND PROFESSIONAL DEVELOPMENT:

Tompkins Cortland CC: Teaching Center Faculty Partnership

2021

Dryden, NY

Collaborating with Graphic Design & Associate Professor, Christine Shanks in redesigning and modernizing the curriculum for ART 117: Design Foundations I, combining traditional and digital media. Utilizing the flipped-classroom format to prepare students prior to applied learning during LIVE class sessions in both ART 117 and ART 123: Design Thinking and Visual Communication to improve student focus and retention. Observed similarities and differences to this teaching method in both remote and on-campus classroom environments.

Adobe MAX

2021,2020

Remote

Adobe MAX is the leading global creativity conference, a uniquely immersive and engaging digital experience. A free and virtual event featuring live and on-demand content, including more than 400 sessions, labs, keynotes, musical performances, special guest appearances, and a sneak peek at things being worked on in Adobe labs. Attended remote seminars and pre-recorded interviews with various creatives using the Adobe CC software appropriate to both professional and personal design practice. Learned about new features introduced in various Adobe CC software including Photoshop, Illustrator, InDesign, and more.

IX (IlluXcon)

Reading, PA

2013, 2017, 2019, 2021

Week-long Imaginative Realism exhibition paired with lectures, demonstrations, networking and portfolio reviews with professionals in the fantasy and sci-fi illustration field from industry standards such as Dungeons & Dragons, Magic the Gathering, book/graphic novel publishers. Also, professional artists display their work in both a Main Show and Showcase.

Design Thinking Virtual Experience

2020

Remote

Hosted by Design & Innovation, the global community of designers and innovators obsessed with human-centered design. Attended remote multi-day conference with other design professionals with key-note speakers and workshops exploring design thinking and visual communication.

Tompkins Cortland CC: Teaching Center Faculty Partnership

2020

Dryden, NY

Collaborating with Graphic Design & Associate Professor, Christine Shanks in researching and developing course curriculum for new art courses for non-art majors: ART 123: Exploring Artistic Technique & ART 124: Design Thinking and Visual Communication. Online course development and remote teaching strategies were adopted due to the COVID-19 pandemic.

NYSCA/NYFA Artist and Entrepreneurs Boot Camp Program

2019

Syracuse, NY

Attended an intensive, multi-day professional development program for regional artists that delves into the fundamental principles of sustainability in the arts. Featured topics included strategic planning, finance, law, marketing, and fundraising.

Tompkins Cortland CC: Teaching Center Faculty Partnership

2018

Dryden, NY

Collaborating with Graphic Design Chair & Associate Professor, Christine Shanks in researching and creating projects focused on enhancing art student support through a College Teaching Center faculty partnership. Focused on building study groups for students and running a campaign to build a stronger bridge between students and the tutor services through faculty outreach. Researched and trained faculty, adjuncts, and students on the use of the art program's new Surface Book 2 tablet/laptops. The campaign was focused on enhancing support for students enrolled in both traditional and digital media courses.

One Fantastic Workshop

2018

Nashville, TN

A week-long intensive workshop. Lectures and demonstrations by professional illustrators and creative entrepreneurs build a supportive network for artists in pursuit of developing a business and career with art. Paired with professional work time, exploring techniques, and encouragement in sharing project ideas.

Creative Capital Professional Development Program

2016

Rome, NY

Summerlong intensive both on location and online course work developing professionalism and exploring creative funding and networking opportunities.

CNY Arts Support for Teaching Artists Training

2016

Syracuse, NY

Two-day intensive for teaching artists in the CNY area. Networking and developing creative teaching strategies through STEAM and building a bridge between professional teaching artists and the classroom.

PUBLIC SPEAKING EXPERIENCE:

ARTIST & GUEST LECTURER

Artist Talk

Fall 2020/Spring 2021

Purdue University, West Lafayette, IN (remote)

Present artists talk discussing the importance of connecting everyday experience with creativity, linking any and all opportunities to the development of professional skills for students studying theatrical scenery.

ARTIST & GUEST LECTURER

Artist Talk

2018-present

Central New York

Present regular artist talks in the community upon completion of projects such as the Cortland Corset Mural and Restoration explaining the campaign to raise funding and the necessities in completing such a large-scale project. Meant to educate the public and encourage investors to support future creative projects for artists working in Central New York.

GUEST LECTURER AT BUSINESS WORKSHOP FOR CREATIVES

Tompkins Cortland Community College Graphic Design Program

March, 2016

Tompkins Cortland Community College, Dryden NY

Delivered a talk focused on developing a foundation for a creative career for art students. The artist talk included a presentation of a professional portfolio and an interactive discussion about the role of academics in arts education and the post-college realities of working in creative fields.

NON-PROFIT PERFORMING ARTS EXPERIENCE:

CORTLAND REPERTORY THEATRE

House Manager

2017-present

Cortland and Preble, NY

House Manager: Responsibilities include scheduling and managing volunteers as ticket takers and ushers, assisting patrons with their seats, assisting the box office staff with customer service and recovery, time management, and communicating with the Stage Manager at both the Pavilion and Downtown locations for smooth, professional entertainment.

SYRACUSE STAGE

Dresser for *The Wizard of Oz*

Nov-Jan 2017-18

Syracuse, NY

Supported the wardrobe department with quick repairs and alterations, assisted actors getting in and out of costume, laundered and repaired costumes between shows.

SELECTED EXHIBITIONS:

Cortland Arts Connect: Community Arts Challenge, Homer, NY	2022
Cortland Arts and Wine Festival, Performance Artist & Mural Marketing, Cortland, NY	2018
Sketchbook Project & Permanent Collection Brooklyn Art Library, New York, NY	2018
IlluXcon X, Juried Artist Showcase, Reading, PA	2017
Cortland Arts and Wine Festival, Artist, Cortland, NY	2017
Cortland Arts and Wine Festival, Artist, Cortland, NY	2016
Signal Light Box Art Project, Artist, Cortland, NY	2014
Farley's East First Friday Exhibition, Oakland, CA	2013
IlluXcon 6, Juried Artist Showcase, Allen, PA	2013
Cortland Arts and Wine Festival, Artist, Cortland, NY	2011
Homer Field Days, Artist, Homer, NY	2011
Revolution Reply Show at the Gear Factory, Artist, Syracuse, NY	2010
"My Moksha" BFA Thesis Exhibition at SUNY Cortland, New Media Artist Cortland, NY	2009
"Student Select" Juried exhibition at the Dowd Art Gallery, Video Artist Cortland, NY	2008
"Earthly Matters" Juried exhibition at the Beard Gallery, Video Artist, Cortland, NY	2008

FILM & VIDEO EXPERIENCE:

"You Ain't Beaten Yet" official music video for Claes Cem, Set Decorator	2014
"Desdemona," official music video for Dangermaker, Production Designer	2013
"Blue," official music video for Katie Nordby, Production Designer	2013
"I'll Be Damned," short film, Production Designer	2013
"Kalaboo," short film, Production Designer	2013
"Complex," short film, Art Director	2013
"Bran," short film, Production Designer	2013
"Gone: The Disappearance of Aeryn Gilleran," Production Assistant	2011

HONORS, AWARDS AND ACHIEVEMENTS:

Cortland Arts Connect: Community Art Challenge 3rd in Fine Arts	2022
Tompkins Cortland CC Distinguished Alumni Award	2021
CNY Arts Decentralized Grant for Individual Artists in Cortland County	2019
CNY Arts Decentralized Grant for Individual Artists in Cortland County	2018
People's Choice Best Artist at the Cortland Art and Wine Festival	2017
People's Choice Best Artist at the Cortland Art and Wine Festival	2016
"Blue": Best Music Video at the Epidemic Film Festival, San Francisco, CA	2013
"Gone: The Disappearance of Aeryn Gilleran," Viennale 2011 <i>Nominated FIPRESCI Prize, Tribeca Film Festival Nominated Best Documentary</i>	2011
D. Jo Schaffer Scholarship for Excellence in Art History at SUNY Cortland	2008
The Gerald N. Digiusto Award for Excellence in Studio Art at SUNY Cortland	2008