

SYDNEY WILLIAMS

GRAPHIC DESIGNER

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VISUAL COMMUNICATION STRATEGIST – STEERS CREATIVE DIRECTION TO ELEVATE BRAND IDENTITY

Enthusiastic and innovative artist skilled in steering the creative design of products, campaigns, and marketing communications for commercial printing, pharmaceutical, marketing ad agencies, and start-up entities. Leverages graphic design, advertising, video production, and social media management to develop compelling brand materials that support company visions and business development goals. A collaborative team member, acting as a key contributor throughout conceptual stages, production, and the finalization of complex projects and processes.

WORK EXPERIENCE

DreamWalker Productions, Philadelphia, PA

03/2024 – Present

Graphic Designer/Production Artist

Service various industries in the production of diverse branded apparel products and garments. Design vintage-inspired designs using iconic logos to create thousands of lifestyle/streetwear apparel technical files. Support the design processes for technical art file creation, balancing multiple projects simultaneously and within tight deadlines.

- Created sports apparel designs for websites and storefronts within licensor's perimeters for hundreds of established brands such as NFL, MLB, NHL, NBA, NCAA, and MLS.

Cents, New York, NY

09/2022 – 08/2023

Graphic Designer, Video Editor, Social Media Manager

Captained full-scale management of project life cycles for a laundromat business management system. Originated design elements (color, copy, text format separations, and scaling) and prepared final presentations before print production. Ensured brand consistency across all digital design and printed materials such as one sheet, posters, white papers, logos, business cards, social media, and blog posts.

- Refreshed company branding and optimized designs by selecting new brand guidelines (color, fonts, images, layouts) with the marketing/product team.
- Doubled social media followers by implementing impactful engagement strategies.
- Took on additional responsibilities amidst transitions as video editor and social media coordinator.

Synchrony, West Chester, PA

03/2021 – 06/2022

Graphic Designer

Tasked with devising engaging brand content for various pharmaceutical companies, reporting directly to creative director. Mapped out playbooks, presentations, and interactive touchscreens and developed illustrations, logos, and icons. Initialized concepts/designs for emails, mailers, and medical playbooks using InDesign, Photoshop, and Sketch. Matched appropriate colors and graphics to boost brand image and drew mock-ups for client presentations pending review and approval. Assisted with retouching, pre-press checks, color correction, and proofing of InDesign files awaiting finalization.

- Designed an interactive touchscreen for the Sleep 2022 convention for a pharmaceutical company, promoting a cutting-edge new product.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts (BFA): Communication Design | Concentration: Advertising & Graphic Design
Kutztown University of Pennsylvania, Kutztown, PA

TECHNICAL SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere Pro | Adobe Acrobat
HTML & CSS | Canva | HubSpot | Microsoft Office | Sketch | Social Champ | Zoom | Slack