

# SYDNEY WILLIAMS

## GRAPHIC DESIGNER

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### WORK EXPERIENCE

Sydney Williams Designs, Philadelphia, PA

03/2024 – Present

*Graphic Designer/Production Artist*

- Design apparel using iconic logos to create thousands of lifestyle/streetwear apparel technical files within licensor's perimeters for hundreds of established brands such as NFL, MLB, NHL, NBA, NCAA, and MLS. Support the design processes for technical art file creation, balancing multiple projects simultaneously and within tight deadlines.
- Think creatively to produce new ideas and concepts for the clients which includes posters, signage, flyers and invitations.

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*