


 sydneywallace99@gmail.com

 sydney-wallace.com

SKILLS

- Social Media Design
- Advertising Design
- Print Design
- Web Design
- Branding & Identity
- Typography
- Animation
- HTML5 Display Ads
- Video Editing
- Photography

SOFTWARES

- Canva
- Adobe
 - Illustrator
 - Photoshop
 - XD
 - Lightroom
- Creatopy
- Procreate
- iMovie

EDUCATION

The University of Texas at Austin 2017 - 2020

- Bachelor of Science in Public Relations
- Certification in Business Foundations

SYDNEY WALLACE

GRAPHIC DESIGNER

A creative, self-motivated Graphic Designer with over six years of experience. Specializing in digital design, brand identity, and web design. Dynamic team player with excellent communication skills and the ability to lead a team of marketing professionals. Works independently on multiple accounts in an environment with tight deadlines.

EXPERIENCE

Raconteur Media Company

Marketing Intern | January 2020 - December 2020

Graphic Designer | June 2021 - July 2024

Senior Graphic Designer | July 2024 - Present

- Complete 350-400 design requests quarterly
- Independently handle all aspects of design for 20+ clients
- Design organic and paid social media graphics, HTML5 display ads, gifs, print ads, one-pagers, convention booths, backdrops, pamphlets, website comps, email assets, merchandise, and style guides
- Build branding guidelines for our clients to ensure brand consistency
- Design, lead, and present company-wide design presentations quarterly to receive feedback
- Establish protocols, procedures, task managing, capacity planning, and company-wide communication to ensure organized graphic production and delivery
- Lead and create all aspects of design for company rebrand including company style guide, website, internal presentations, proposals, media plans, business cards, and digital collateral
- Successfully onboarded and managed 3 design interns to assist with graphic production

The University Of Texas Baseball Diamonds | Historian

May 2018 - May 2020

- Managed Instagram, Twitter, Facebook, and WordPress Website
- Designed social media and print promotional materials for events and recruitments
- Photographed events and annual group photos/headshots
- Planned, filmed, and edited recruitment videos using iMovie
- Results:
 - Doubled Instagram Followers
 - Increased new member applications by 150%

Shine on 41st Hair Salon | Public Relations Intern

August 2019 - December 2019

- Built company website through Wix
- Designed social media graphics and print materials for the salon
- Managed Instagram and Facebook accounts