

SYDNEY WALLACE

GRAPHIC DESIGNER

A creative, self-motivated Graphic Designer with five years of experience, specializing in social media design, brand identity, and animation. 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 - Present

- Complete on average 400 graphic requests each quarter
- Independently handle all aspects of design for 20+ clients
- Design for 10+ elected officials and assisted in winning their campaigns
- Design organic and paid social media graphics, HTML5 display ads, gifs, print ads, one-pagers, backdrops, pamphlets, website comps, email assets, merchandise, and style guides
- Build branding guidelines for our clients to ensure brand consistency
- Animated 48 video e-learning courses in less than two months
- Designed an 8ft convention tower in less than two days
- Design, lead, and present company-wide design presentations quarterly
- Establish protocols, procedures, task managing, and company-wide communication to ensure organized graphic production and delivery
- Successfully onboarded and manage 2 design interns to assist with graphic production
- 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

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

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 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