


 sydneywallace99@gmail.com

 [sydney-wallace.com](http://sydney-wallace.com)

## AREAS OF EXPERTISE

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- **Design:** Social Media & Advertising, Branding & Identity, Website & Print, Animation, Typography
- **Digital Production:** Animated HTML5 Display Ads, Video Production & Editing, Photography, Email & Fundraising Assets, Stationery and Merchandise
- **Strategy & Leadership:** Brand Guidelines Development, Capacity Planning, Onboarding/Management, Presentation & Feedback

## TECHNICAL SKILLS

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- Adobe Creative Cloud
  - Illustrator
  - Photoshop
  - XD
  - Lightroom
- Canva
- Creatopy
- Procreate
- iMovie
- Experience in Website Design for platforms: WordPress, Wix, GoDaddy & Shopify

## EDUCATION

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The University of Texas at Austin  
2017 - 2020

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

# Sydney Wallace

## Senior Graphic Designer / Lead Visual Designer

Senior Graphic Designer with 7+ years of experience specializing in digital, print, web, and brand design. Proven ability to lead high-volume creative production. Background in marketing and public relations with a strong understanding of audience-driven design.

## EXPERIENCE

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### RACONTEUR MEDIA COMPANY

Marketing Intern | January 2020 - December 2020

Graphic Designer | June 2021 - July 2024

Senior Graphic Designer | July 2024 - Present

- Manage and execute 350-400 design requests quarterly, delivering multi-channel assets for organic/paid social, animated display, print, and web
- Utilize AI tools such as background removers and generative fill to scale production
- Establish production procedures and task management systems to ensure organized delivery across the agency
- Led comprehensive company rebrand, including the development of style guides, digital collateral, and internal media plans
- Successfully onboarded and managed three design interns to scale production capacity

Lead Designer - Don Huffines For Texas Comptroller     March 2025 - March 2026

- Orchestrated creative operations for campaign leadership, streamlining feedback loops and project timelines to ensure seamless delivery of all campaign assets
- Developed end-to-end design for all digital and physical channels, maintaining high-impact production under the rapid-response, 24/7 demands of a statewide race
- Led creative direction for a high-stakes statewide primary, securing a 57.4% victory in a contested four-way race through persuasive brand strategy and visual storytelling

## Custom Collages *by Sydney Wallace*

December 2025 - Present

- Owner, founder, and creative director
- Design and produce a one-of-a-kind custom product line—including stationery, apparel, and digital artwork—translating personal narratives into meaningful, eclectic visual aesthetics
- Direct all e-commerce operations, including [website](#) maintenance, customer service, and order fulfillment, to ensure a seamless buyer experience
- Scale brand awareness through targeted social media strategy and user-generated style content (UGC), growing an engaged community on [Instagram](#)

### THE UNIVERSITY OF TEXAS BASEBALL DIAMONDS | HISTORIAN

May 2018 - May 2020

- Strategized, designed, and executed a cohesive multi-channel brand identity across Instagram, Twitter, and Facebook, doubling the Instagram following through content creation and engaging visual storytelling.
- Increased new member applications by 150% through targeted social media and print recruitment materials
- Produced, filmed, and edited recruitment videos and photography for annual events
- Managed and designed organization's website on WordPress platform