



Sydney Williams

CONTACT

215.307.6649

sydney@sydneywilliams.design

sydneywilliams.design

EDUCATION

BFA Communication Design

Kutztown University

of Pennsylvania

May 2020

SOFTWARE

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe Premier Pro



HTML/CSS



Microsoft Office



SKILLS

Advertising Design

Graphic Design

Brand Identity

Creative Concepts

Digital Photography

Logos

Pitches

Restaurant

HONORS

Deans List

Fall 2019 - Spring 2020

CLUBS

Actors Creating Theatre

Kutztown's Dance Team

DESIGN EXPERIENCE

First Generation | Allentown, PA | October 2019 - January 2020

Graphic Design Intern and Freelancer

- Art directed a two week long photo shoot for Ahead USA, where we photographed over 800 hats with five different view shots.
- Edited/color corrected over 300 hats for their online catalog.
- Filmed Create-It-Yourself videos with Crayola products as inspiration for families to create crafts in their homes. Helped make the crafts and while on set helped touch up the crafts.
- For Crayola's upcoming Create-It-Yourself coffee table book, I had the opportunity to construct many of crafts being photographed.
- Designed logo, color palette, banners and PowerPoint for the Tyber Medical and Depuy Synthes trade event.
- Worked as a production assistant for the Tyber Medical day long video shoot, which included art directing and technical help.

Vizi | Warrington, PA | May - August 2019

Graphic Design / Print Intern

- Designed engaging graphics for local clients. Including brochures, direct mail pieces, social media graphics, business cards, flyers, and menus.
- Assembled electronic files to import them into specialized software, making color, text, and digital image corrections.
- Prepared printing presses to produce plates or electronic proofs.
- Gained a deeper understanding of the printing process while using professional machines.

Actors Creating Theatre | Kutztown, PA | Spring 2017 - 2020

Graphic Designer

- Initially started as a participant of Actors Creating Theatre, then transitioned into their design lead.
- Had the pleasure of designing posters, flyers and t-shirt designs which were displayed on campus and social media.

Volunteer Experience

Designathon | Kutztown, PA | March 2019

- Designathon is a 24 hour event where the students work pro-bono for assigned clients. Worked with a team as co-lead. Worked collaboratively to create illustrations of underwater animals and logos for a library summer brochure.

Cystic Fibrosis Gala | Reading, PA | February 2018

- Helped set up and answer questions of attendees.

Special Olympics | Kutztown, PA | Spring 2017 & 2018

- Performed at the opening ceremony with Kutztown's Dance Team.