

# SYDNEY WILLIAMS

## GRAPHIC AND ADVERTISING DESIGNER

### CONTACT

[sydneywilliams.design](http://sydneywilliams.design)  
[sydney@sydneywilliams.design](mailto:sydney@sydneywilliams.design)  
215.307.6649

*Due to non-disclosure agreement, projects are limited and can be shared during a scheduled meeting.*

### EDUCATION

**BFA Communication Design**  
**Kutztown University**  
**of Pennsylvania**

### SOFTWARE

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
HTML/CSS  
Microsoft Office  
Sketch

### SKILLS

Advertising Design  
Brand Identity  
Creative Concepts  
Digital Photography  
Email Design  
Graphic Design  
Logos  
Mailer Design  
Pitches  
Pharmaceutical Design  
Restaurant Design  
Signage  
Social Media  
Type  
Web Design

### DESIGN EXPERIENCE

**Synchrony Group | West Chester, PA | March 2021 - June 2022**  
**Graphic Designer**

- Worked directly with creative director, medical, copy and clients to brainstorm, and produce engaging, on brand content for various pharmaceutical companies
- Developed concepts and designs for emails, mailers and medical playbooks using InDesign, Photoshop and Sketch
- Developed illustrations, logos and icons using Adobe Illustrator
- Created an interactive touchscreen for a pharmaceutical company to promote their product at the Sleep 2022 convention
- Used the appropriate colors and graphics, to boost brand image
- Created mock-ups for client presentations for review and approval
- Ability to receive, interpret and follow creative direction
- Assisted with retouching, pre-press checks, color correction, and proofing of InDesign files

**Bergey Creative Group | Harleysville, PA | January - March 2021**  
**Freelance Designer**

- Redesigned a website which involved changing elements, content, structure, and visuals of their current website to better serve their visitors

**SMW Designs | June 2020 - August 2020**  
**Freelance Graphic Designer**

- Created original logo and business cards for an interior design company using Adobe InDesign and Illustrator

**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 and color corrected over 300 hats for their on-line catalog
- Constructed many of the crafts being photographed for Crayola's Create-It-Yourself coffee table book
- Designed the logo, color palette, banners and PowerPoint for the Tyber Medical and Depuy Synthes trade event
- Worked as a production assistant for the Tyber Medical video shoot, which included art directing and technical help