

sydney williams

CONTACT

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

HONORS

Deans List
Fall 2019 - Spring 2020

DESIGN EXPERIENCE

Bergey Creative Group | Harleysville, PA | Present
Freelance Designer

- Creates the look, layout, and features of a website for sales page/micro-site.

SMW Designs | June 2020 - August 2020
Freelance Graphic Designer

- Work with clients to create illustrations and logos for them. By using computer applications and software, develop layouts and sketches that bring their ideas to life.

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 on-line 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.