

Sydney Jade Newman

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WORK EXPERIENCE

The Swag Lab (Logomotion Group) | Westport, CT

Design Intern | May 2024 - Aug. 2024

- Designed custom promotional products for over 15 clients, utilizing Adobe Illustrator and Photoshop
- Successfully developed 3 brand guidelines, 2 online stores, and created marketing materials, including 30+ graphics, 5 templates, and 2 case studies
- Developed an interactive PDF portfolio to effectively showcase past work, which increased client acquisition

Detroit Neighborhood Entrepreneurs Project | Ann Arbor, MI

+Impact Design Intern | May 2023 - July 2023

- Restructured the architecture and navigation of 3 Detroit-based entrepreneurs' websites to enhance user engagement and drive increased online revenue
- Redesigned 2 websites utilizing Figma, implemented them on Wix / Squarespace, which decreased bounce rate by 25%
- Refined and updated 2 brand guidelines using Adobe InDesign and Illustrator to ensure consistent brand messaging and visual identity across all platforms and materials

Hopelessly Yellow Club | President of Creative & Design

Ann Arbor, MI | Sept. 2021 - Present

- Led a team of 10+ graphic designers in creating visually cohesive Instagram content, resulting in a 100% increase in post impressions
- Created visual brand and identity using graphic design principles, ensuring brand recognition and consistency
- Collaborated with Executive Board to align design / organizational goals across 6 teams and 50+ members

PROJECTS

Nomad – Social Platform for Study Abroad Travelers

Copenhagen, Denmark | Jan. 2024 - May 2024

Entrepreneurship, UX Design, Brand Design, Video Editing

- Gathered and analyzed data through surveys and interviews from 100+ potential users
- Developed a Minimum Viable Product (MVP) using Figma and Canva, receiving interest from 55+ in one week
- Successfully pitched to 4 investors, including Creandum, receiving valuable feedback that highlighted the potential of the MVP and guided its further development

EDUCATION

University of Michigan | Ann Arbor, MI | Expected in May 2025

Bachelor of Fine Arts in Art & Design, Minor in Business Admin.

- GPA:** 3.8/4.0
- Awards/Honors:** Five terms University Honors, four terms Dean's List
- Study Abroad:** DIS Copenhagen, Denmark

SKILLS

Graphic Design

UX Design

Product Design

Adobe Illustrator
Adobe Photoshop
Adobe AfterEffects
Adobe Xd
Adobe Premiere Pro
Figma

Trello

HTML

Site Mapping

User Research

- Crazy 8 Method
- Usability / Accessibility Testing
- User Testing

KEY COURSEWORK

Visual Identity & Branding

Publication Design

Poster Design

Typography

Sign & Symbol

Interaction Design

Building Web Interfaces

Product Design

Innovation & Entrepreneurship

Digital Media in Marketing

INTERESTS

Will remember a lock combination, even if only read once or twice

Always opting for the scenic route

Experimenter of TikTok-inspired Trader Joe's recipes

