

# Sydney R. Hembree

UX Designer with a background in marketing, journalism, and graphic design. Hard-working professional with a passion for solving user pain points in innovative ways. Interviewed users and crafted persona profiles in a collaborative project, drafted Lo-Fi and High-Fi prototypes based on usability testing via InVision and Figma. Marketing background, combined with an empathy for users and a strong grasp of graphic design principles, makes me invaluable to any UX or UI team.

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## PROFESSIONAL EXPERIENCE

### USER EXPERIENCE PROJECTS

UX/UI Bootcamp (Georgia Institute of Technology)  
12/2020 - 06/2021 *Remote*

- iOS-compliant Redesign of Department of Energy site
  - Used design-thinking principles to improve the search function of the website's files and rebranding to better reflect the updated interests of the DOE. Link [here](#)
- RWD Redesign of Little Five Points Center website
  - Worked with stakeholders at the L5PCAC to update the organization's website and logo to showcase the community. Recruited a web developer to recreate the design. Link [here](#)

### WEBMASTER OF SILENT AUCTION

Georgia Symphony Orchestra  
01/2020 - 07/2020 *Marietta*

- Acquired, managed, and photographed donations for an in-person fundraiser, which was converted to an online auction.
- Designed the online platform using brand marketing and keyword analytics. Received high remarks from consumers.
- Raised \$5,657 in net income for bidding over a 9-day period.

### PRODUCTION COORDINATOR

The Atlanta Opera  
07/2019 - 01/2020 *Atlanta*

- Produced contracts, payment requests, per diems, and expense reimbursements for incoming designers and team.
- Updated the production budget according to vendor invoices, designer expenses, travel, payroll, and catering.
- Processed weekly payroll for 10-30 stagehands and crew.

### MARKETING & PR COORDINATOR

Master Gardener Volunteers of Cobb County  
08/2018 - 05/2019 *Marietta*

- Developed and managed two campaigns using direct marketing and digital tools, which improved the income for the fundraiser by 153.8% compared to the previous year.
- Created designs for flyers, posters, and signs using Adobe.
- Constructed market validation research using an in-person survey, measuring an awareness of the brand, leads, conversion rate, and customer close rate.

## SOFT SKILLS

Detail-Oriented

Adaptability

Leadership

Communication

Time Management

Creativity

Organized

Teamwork

Problem-Solving

## MARKETING SKILLS

### Email Marketing

MailChimp, Hemingway, Grammarly

### Design Tools

InDesign, Illustrator, Premiere, and Photoshop

### UX Tools

Miro, Figma, Adobe XD, InVision, Trello

## EDUCATION

### Remote UX/UI Bootcamp

Georgia Institute of Technology  
12/2020 - 06/2021

### MPA in Nonprofit Management

Kennesaw State University  
05/2017 - 06/2019

### BBA in Marketing & Corporate Relations

University of Mississippi  
08/2010 - 06/2015

### BAJ in Broadcast Journalism and Public Relations

University of Mississippi  
08/2010 - 06/2015

## CERTIFICATES

Grantwriting Toolkit Course (2020)

Notary Public Qualification (2020 - 2024)

## INTERESTS

📷 Photography

🎵 Music

🌱 Horticulture

🎮 Video Games