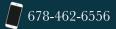
Sydney R. Hembree

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.

hembree.sydney9@gmail.com



in https://www.linkedin.com/in/sydney-hembree/

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

Adaptability Detail-Oriented

Leadership

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

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





