

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. Long-term goal of working full-time from a home environment with the flexibility to maintain and add clients on the side.

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PROFESSIONAL EXPERIENCE

USER EXPERIENCE PROJECTS

Freelance UX Designer & Social Media Coordinator
07/2021 - Present Remote

- Brainstormed website ideas with the client, iterated on UX & UI based on system specifications, and added content to each page.
- Photographed products and edited for social media and site. Monitored website for conversion rates and social interactions.
- Analyzed business objectives to increase long-term profits.

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

- Community Center Website RWD Redesign
 - Redesigned the Little Five Points Center for Arts & Community website to be user-friendly. Highlighted rental spaces available to the public. Case study on [portfolio](#).
- Music-Centric UX/UI/FE Redesign & Development
 - Targeted two personas, designed four pages, and built three with HTML, CSS, & Bootstrap. Case study on [portfolio](#).

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.

PRODUCTION COORDINATOR

The Atlanta Opera
07/2019 - 01/2020 Atlanta

- Produced contracts, payment requests, per diems, and expense reimbursements for incoming designers and team.

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.
- Constructed market validation research using an in-person survey, measuring an awareness of the brand, leads, conversion rate, and customer close rate.



https://srhembree.github.io/Portfolio_Home/

SOFT SKILLS

Detail-Oriented

Adaptability

Leadership

Communication

Time Management

Creativity

Organized

Teamwork

Problem-Solving

HARD SKILLS

Front-End Tools

HTML, CSS, JavaScript/jQuery, Bootstrap

UI Tools

InDesign, Illustrator, Premiere, Photoshop

UX Tools

Miro, Figma, Adobe XD, InVision, Trello

EDUCATION

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

🌱 Horticulture

🎵 Music

🎮 Video Games