Sydnee Rodriguez

Visual Design | Graphic Design | UX/UI Design

Loves creating aesthetically pleasing and thoughtful designs backed by research, and collaborating with multidisciplinary teams to solve meaningful problems.

EXPERIENCE

UC Davis School of Law

Graphic Designer   FEB 2019 — SEPT 2020

- Collaborated with the Senior Editor, Multimedia Specialist, and Director of Marketing with conceptualising, designing, and printing materials to suit their needs.
- Produced print and digital graphic materials following organisation brand standards including signage, posters, invitations, brochures, and social media imagery.
- Managed regular office hours to meet with registered student organisations and faculty to develop a consistent visual identity and design materials for their events.

The California Aggie

Design Director   OCT 2019 — JUL 2020

- Managed a team of 8 graphic designers to create graphics to accompany written content for the weekly print and web newspaper distributed in the Davis, California region.
- Worked with the Business Development Manager and clients to design advertisements based on agreed budgets, timeframes, and standards.
- Collaborated with the Layout Director to create a cohesive and engaging newspaper with an outreach of 8,000+ readers.
- Designed digital content for _The California Aggie_'s website, which would receive 60,000-80,000 monthly views.

Layout Artist   APR 2018 — OCT 2019

- Designed page layouts using InDesign to complement articles, advertisements, illustrations, and photography.
- Created advertisements promoting local businesses, events, and the university as needed following client briefs.

Design Interactive

Design Associate   APR 2019 — JUNE 2020

- Worked with a small team to complete a client project in 6 weeks using Google's Design Sprint methodology, conducting user research, ideation, prototyping, and usability testing.
- Presented a high-fidelity prototype and case study to a panel of UX industry professionals.
- Offered a contract position from the client to see the project through to completion as the Design Lead.

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EDUCATION

Bachelor of Arts in Design
Minor in Professional Writing

University of California, Davis
Graduated June 2020

Study Abroad 2018
Australian Internships & Writing in Sydney

TOOLS

Adobe Creative Cloud
Axure RP
Figma
Google Suite
GitHub
Microsoft Office
WebFlow

DESIGN SKILLS

Branding & Identity
HTML/CSS
Layout Design
Lo/Hi-fi Mockups
Rapid Prototyping
Usability Testing
User Experience Design
User Experience Writing
User Interface Design
User Research
Visual Design
Web Design
Wireframing

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EXPERIENCE

Open Ceilings Literary Magazine

Director of Graphic Design   FEB 2019 — JAN 2020

- Developed the creative identity and branding for _Open Ceilings_, a semiannual undergraduate-run literary magazine as a founding board member.
- Created a system of layouts for the Winter 2020 issue to present the diverse written and visual content submitted.
- Designed flyers, posters, social media posts, and merchandise to advertise and support the publication.

UC Davis Picnic Day

Assistant Graphic Director   NOV 2017 — APR 2019

- Developed the visual identity for Picnic Day 104 and 105, an annual campus open house with 75,000+ visitors.
- Collaborated with other Picnic Day board members to create visual materials that would best support their specific needs and the events' overall success.
- Designed branding and promotional materials for social media, print, and apparel.

Bangarra Dance Theatre

Knowledge Ground Intern   SEPT 2018 — NOV 2018

- Worked closely with external developers to improve the user experience and interface of Knowledge Ground, a digital archive and online resource containing 30 years of Bangarra's productions and indigenous storytelling.
- Established the style guide and conventions for text and media assets uploaded to the platform.
- Refined the information architecture of the website and conducted general project administration for the Knowledge Ground project as a whole.

REFERENCES

Available on request.

PROJECTS

Justice Calendar
Design Lead
MAR 2020 — SEPT 2020

A web-based calendar integration that is intended to help people start and commit to long term actions that contribute to racial equity.

Bolinas Resilience
UI Designer
JUL 2020 — SEPT 2020

A Unity game built to explore potential wildfire evacuation scenarios for Bolinas, California.

INVOLVEMENT

Aggie Gaming at UC Davis
Graphic Designer, Event Coordinator, President
2018 — 2020

National Art School
Education Outreach Volunteer for NAS School Holiday Workshops and Programs
2019

Central Coast New Tech High School
Yearbook Chief Editor
2012 — 2016

Big Brothers Big Sisters of San Luis Obispo County
Mentor
2014 — 2015