

# Sydnee Rodriguez

## Graphic Design | UX/UI Design

Passionate about people, stories, and exploring how the arts and writing can connect and inspire communities.

## 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 to be posted to [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.

Sydney, Australia  
hello@sydnee.design  
0460 534 543

[sydnee.design](https://sydnee.design)  
[linkedin.com/in/sydnee-rodriguez](https://linkedin.com/in/sydnee-rodriguez)

## 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

# Sydnee Rodriguez

## Graphic Design | UX/UI Design

Passionate about people, stories, and exploring how the arts and writing can connect and inspire communities.

## 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.

Sydney, Australia  
hello@sydnee.design  
0460 534 543

[sydnee.design](https://sydnee.design)  
[linkedin.com/in/sydnee-rodriguez](https://linkedin.com/in/sydnee-rodriguez)

## 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