

Sydney Rodriguez

Graphic Design | UX/UI Design

Yes, you read that right – I'm Sydney in Sydney!

I have a passion for people and stories, and enjoy exploring the ways the arts and writing can bring people together to communicate and share experiences. My favourite museum experiences are ones that invite visitors to interact and contribute to an installation, whether that be by drawing on a wall, jotting down a response, or sharing a detail about themselves anonymously. My favourite stories are from the Humans of New York series, and all of its spin-offs have my heart.

In short, human-centered design and storytelling are at the core of what I love to do.

As a recent grad in a city I've fallen in love with, I am keen to work on more projects related to visual design, graphic design, and UX/UI design.

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Picnic Day 104

Picnic Day is the UC Davis campus' annual open house, with 75,000+ visitors attending the event. The design team was tasked with developing the visual identity for the event, which was to be unique each year. Seeing Picnic Day as fun, warm event we decided to embrace the theme "Where the Sun Shines."

We created branding and promotional materials for social media, posters, parking permits, the website/mobile app, apparel, schedule of events, apparel, and more. We collaborated with other teams from the Picnic Day board to create

materials that would best support their needs and the event's overall success.

The day of the event, I worked as a photographer taking photos of the days events.

As a Picnic Day director, I effectively collaborated with fifteen other teams that had the same end goal and developed a consistent visual identity for a large-scale event.

ROLE

Assistant Graphics Director

TIMELINE

November 2017 - April 2018

TOOLS

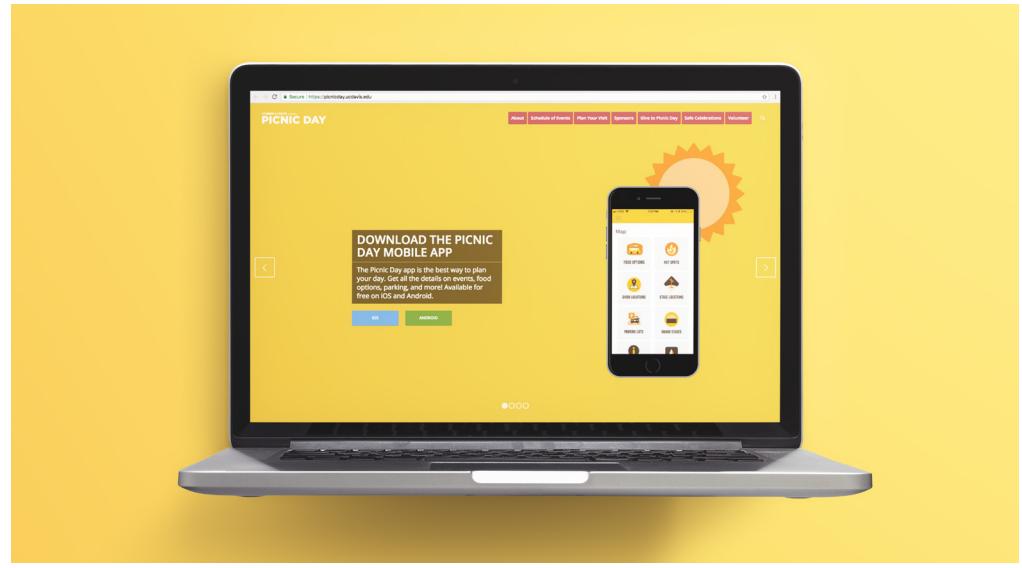
Illustrator, InDesign, Photoshop

COLLABORATORS

Jeremy Dang, Jonathan Yu, Karissa Tom, Lily Huang, Margot Uchicua



posters



website banner



icons used throughout graphic materials



snapchat filters



recruitment for social media



bus stop signage





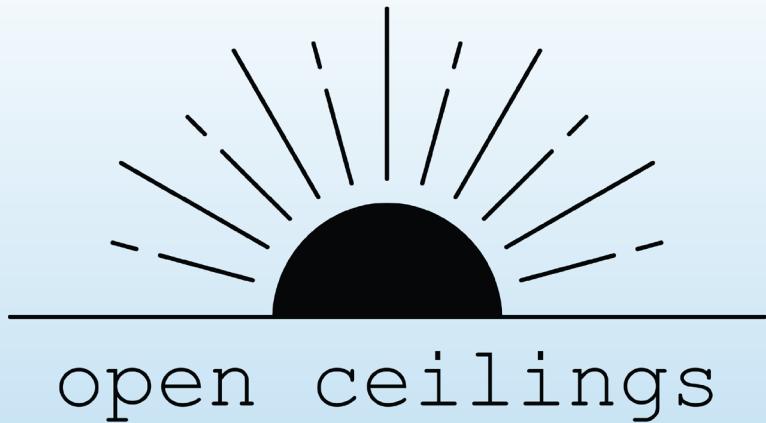
apparel



first time a Picnic Day hat was designed and sold



the graphics team



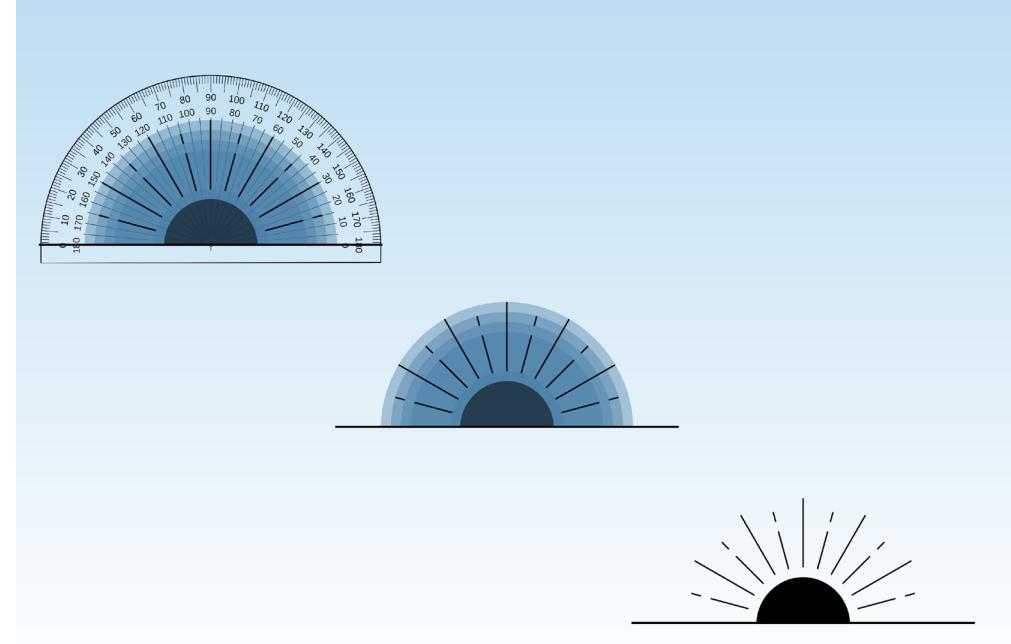
Open Ceilings Literary Magazine

Open Ceilings is a semiannual undergraduate-run literary magazine that publishes short fiction, creative nonfiction, poetry, artwork, and photography. The organization aims to give the arts at UC Davis a consistent platform. The project was self published, funded through fundraisers, and marked by board members and the university's English department.

I developed the creative identity and branding as a founding board member. It was my role to create a logo and branding system in line with my director's vision and creative brief.

The design team created a system of layouts for the Winter 2020 issue to present the diverse written and visual content submitted. Our goal was to create a final publication that celebrated each contributor and would be worthy of being a "coffee table book."

In addition, I designed flyers, posters, social media posts, and merchandise to advertise and support the publication digitally and at events.



fun fact: I used a protractor to get precise measurements for the logo

ROLE

Director of Graphic Design

TIMELINE

February 2019 - January 2020

TOOLS

Illustrator, InDesign, Photoshop

COLLABORATORS

Ariana Green





photo from the launch event



hand painted a-frame for advertising on campus

TAKE CONTROL

TAKE
CONTROL
you know your body best

TAKE
CONTROL
OF YOUR _____ body

secondary logos

words to fill the blank include: body, health, future, mood, education, or well-being

Take Control Message Campaign

Take Control is a message campaign that seeks to encourage people, particularly younger people with ovaries and uteruses, to play a larger role in their healthcare by doing research and advocating for themselves and others.

Take Control stands apart from other similar campaigns because our campaign does not seek to be informative, but serves more as an awareness and call to action for people to inform themselves.

Put simply, Take Control tells viewers "here's why you should care, here the resources, now go do it ...take control."

Take Control's overall palette is meant to feel young, vibrant, and approachable. The colors are on trend in effort to better appeal with our target audience of young adults in junior high and up.

I collaborated with two other designers on this project, and together we created the Take Control message campaign.

ROLE

Co-Creative Director

TIMELINE

February 2020 - March 2020

TOOLS

Illustrator, InDesign, Photoshop

COLLABORATORS

Melanie Fazio, Juli Rivera

