

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.

I am keen to work on more projects related to visual design, graphic design, and UX/UI design in my next role!

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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 is 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 during the lead up to the big day, especially in regards to advertising and planning.

The day of, I worked as a photographer capturing the scheduled events to promote the following years and document the day.

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

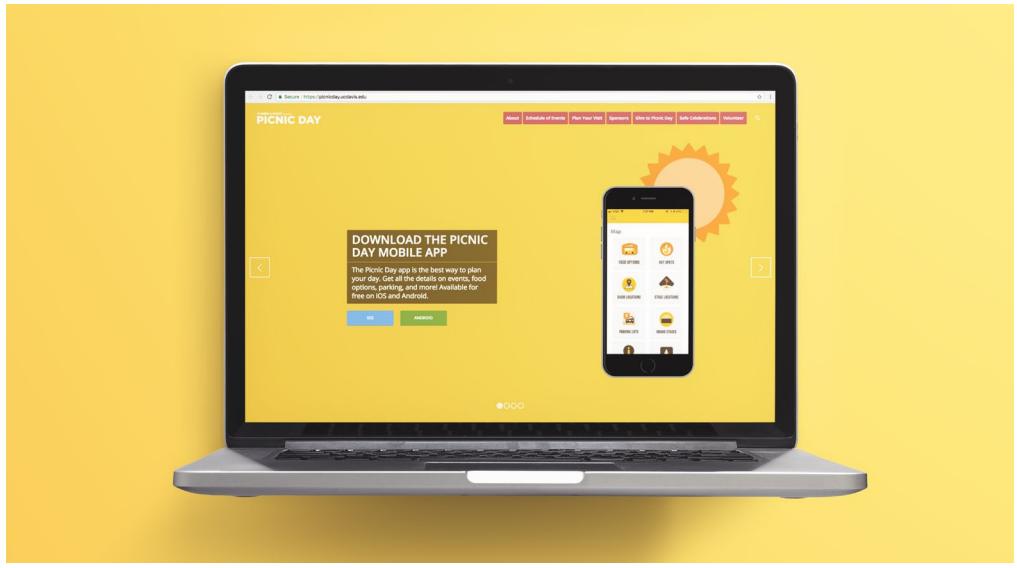
Illustrator, InDesign, Photoshop

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





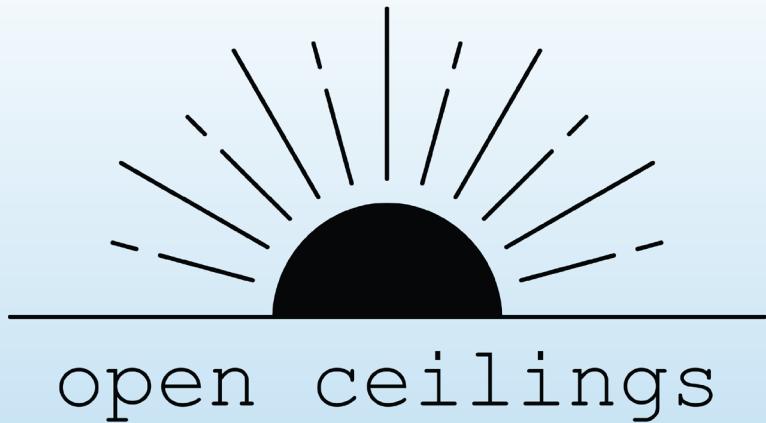
apparel



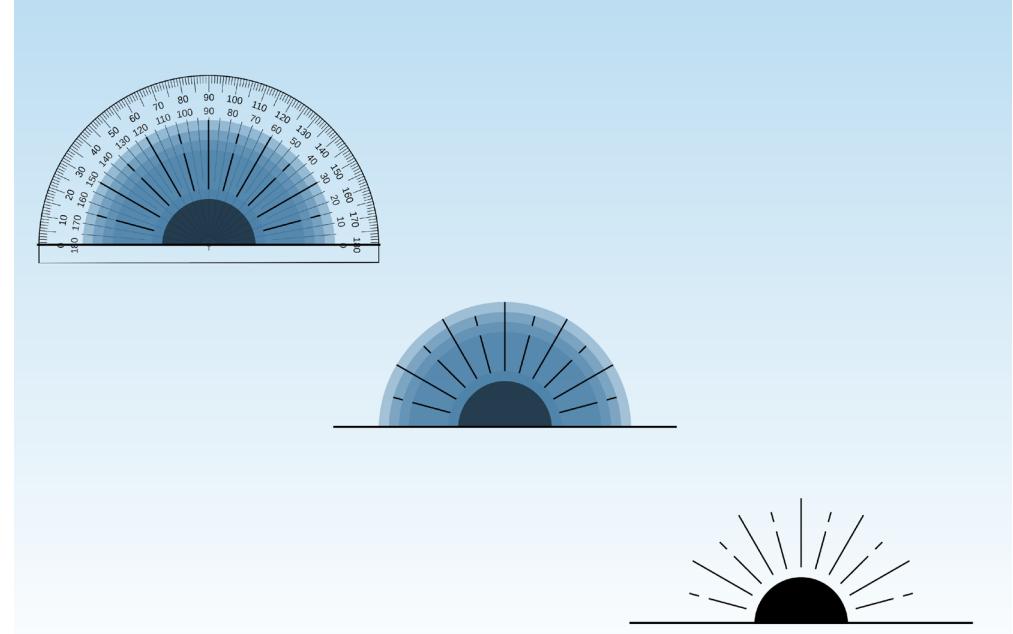
first time a Picnic Day hat was designed and sold



the graphics team



open ceilings



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

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.

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 colours are on trend in effort to better appeal with our target audience of young adults in junior high and up.

In collaboration with two other designers, we created the Take Control message campaign just before the 2020 Sacramento Women's March.

ROLE

Co-Creative Director

TIMELINE

February 2020 - March 2020

TOOLS

Illustrator, InDesign, Photoshop

COLLABORATORS

Melanie Fazio, Juli Rivera



A profile page for Heather Bates, featuring her photo, the text "Heather Bates", and the message "Congratulations to Heather, the 2020 Law School Medalist for highest academic achievement!"
A profile page for Akriti Ahuja, featuring her photo, the text "Akriti Ahuja", and the message "UC DAVIS SCHOOL OF LAW graduation CLASS OF 2020".

logo & materials for the class of 2020 commencement ceremony

Select Projects from the UC Davis School of Law

As a graphic designer for the UC Davis School of law, I worked closely with other members of the external relations office (namely the Senior Editor, Multimedia Specialist, and Director of Marketing) to create print and digital graphics that best suited the needs of other departments, student organisations, and the law school as a whole.

I created assets in line with the university's brand standards that included posters, signage, social media imagery, EDMs, brochures, and more.

I managed regular office hours to independently meet with registered student organisations and

faculty to develop a consistent visual identity and design materials for their events and programs.

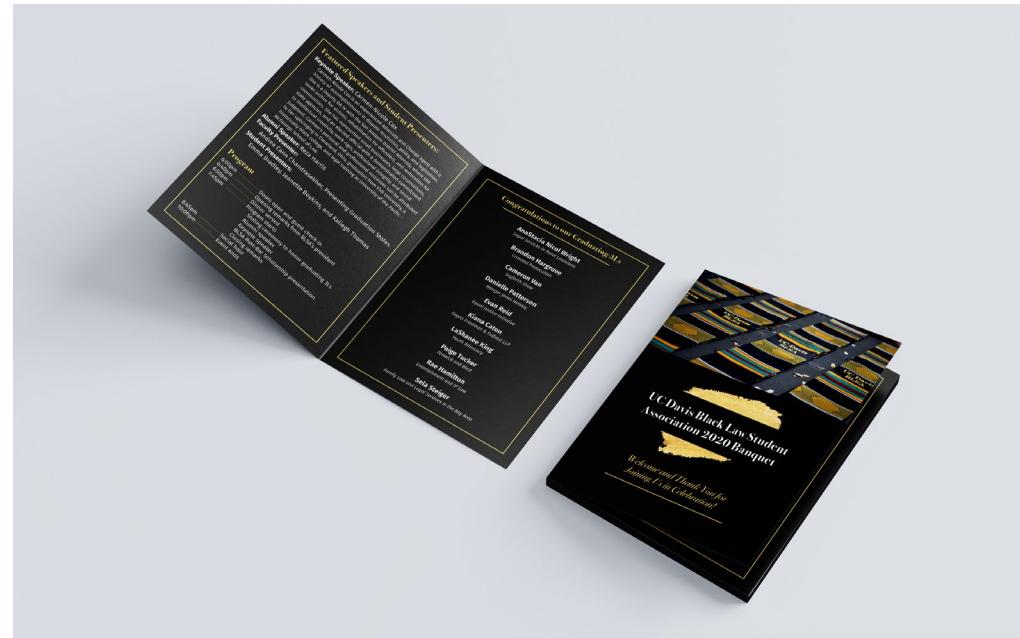
Notable projects I worked on included:

- Developed visual assets for the 2020 Admitted Students Weekend.
- Designed a logo and slide-deck presentation for the class of 2020 commencement ceremony and communications.
- Created a visual identity and graphic materials for the Black Law Student Association's first annual banquet.

ROLE
Graphic Designer

TIMELINE
February 2019 - September 2020

TOOLS
Illustrator, InDesign, Photoshop



program for the black law student association



materials for admitted students weekend

THIS WEEK IN PRINT

WE PUBLISH EVERY THURSDAY!



THE CALIFORNIA AGGIE

[Read us on issuu](#)

WIN A FREE PAIR OF TICKETS TO SEE CIRQUE DU SOLEIL

The Aggie is offering the chance for you and a friend to see Cirque Du Soleil's "Amaluna" on Feb. 21 in Sacramento!



Select Projects from The California Aggie

The California Aggie is a weekly print and web newspaper distributed in the Davis, California region built by and published by students.

As design director, I hired and managed a team of 8 graphic designers to create graphics to accompany written content each week for the organisation's website, social media, and print.

I worked with the Business Development Manager and clients to design advertisements based on agreed budgets, timeframes, and standards.

I collaborated with the Layout Director to ensure each week's publication was cohesive, engaging, and print ready.

The printed newspaper would have a regular outreach of 8,000+ readers each week. The website would receive 60,000-80,000 monthly views.

ROLE

Design Director

TIMELINE

October 2019 - June 2020

TOOLS

Illustrator, InDesign, Photoshop

COLLABORATORS

Ariana Green



The University of California, Davis, has introduced a new loyalty oath for faculty hiring, noting that statements in faculty hiring to political tests, noting that diversity statements can too easily become a test of political ideology and conformity ("The University's New Loyalty Oath," op-ed, Dec. 20). We disagree strongly with this proposal, at once illegal and rhetorically inflammatory, reminiscent of historical attempts to blunt substantive aims at desegregation and broadening participation.

The tripartite mission of the University of California is teaching and public service. Given the totality of our community, it is important to that end as research and education. Indeed, no institution would be negligent.

Respecting and understanding students and colleagues from all backgrounds is many. But engaging colleagues and having the ability to recognize and correct incorrectness, "excellence," and enhances the "ability of the University to accomplish its academic mission.

The University's New Loyalty Oath

UC Davis Defends Its 'Diversity Statements'

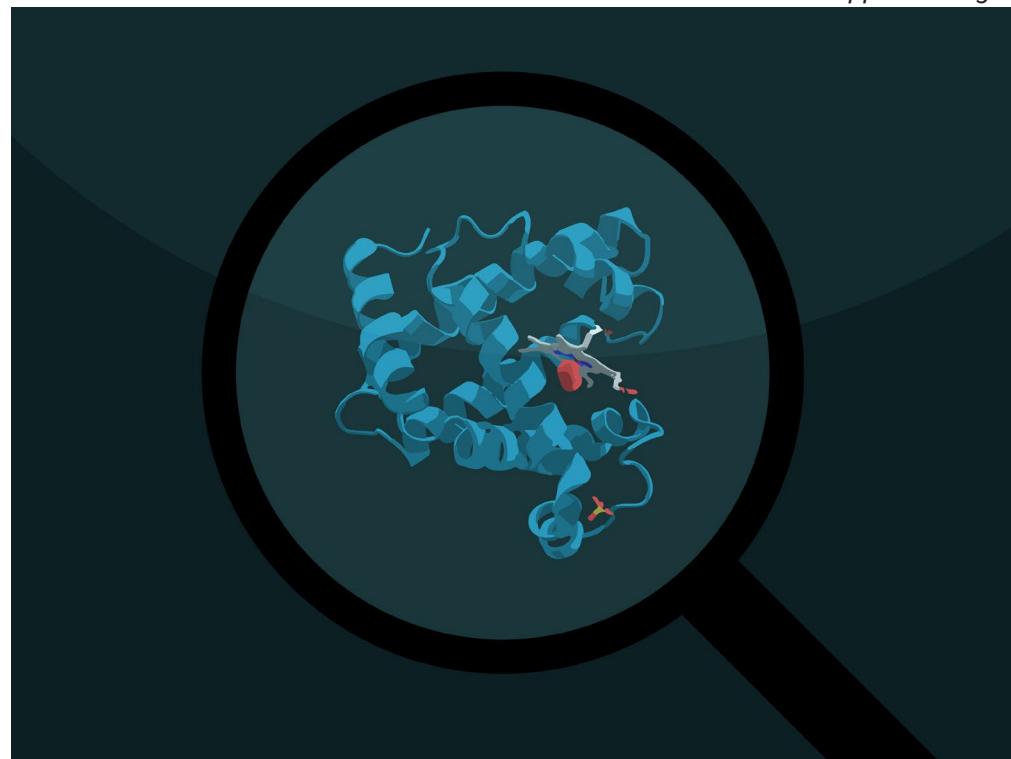
Required 'diversity and inclusion' statements amount to a political litmus test for hiring.

Mandatory diversity statements can too easily become a test of political ideology and conformity.

Faculty members, F



staff apparel designs



misc. illustrations to accompany articles



BEST TRINITY DRINK FMI
Best Meme The maker of vodka, gin, rum, triple sec, David's 151, Spicy and juice

BEST TRINITY DRINK: STREET DISPENSARY Street Dispensing has implemented many changes in response to COVID-19.

BEST DISPENSARY: STREET DISPENSARY Street Dispensing is a new addition. Photo by Quinn Quinn (A&P)

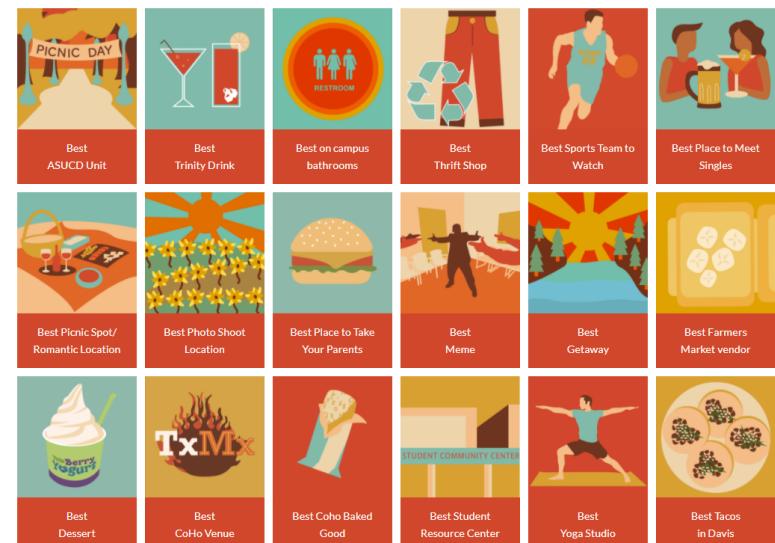
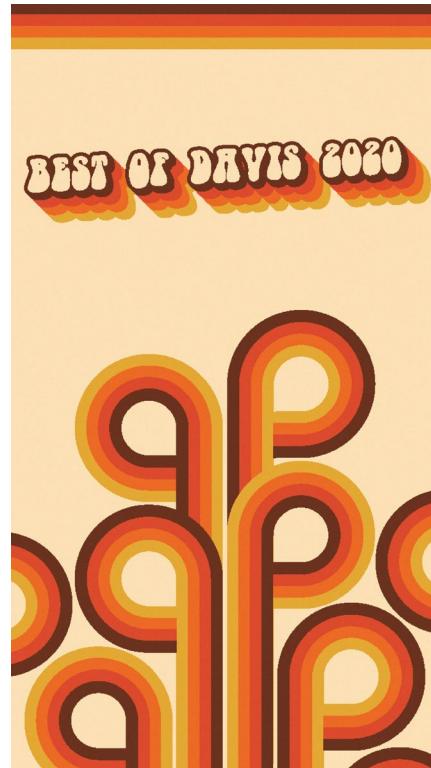
BEST ON-CAMPUS BATHROOM: MONDAVI PERFORMING ARTS CENTER Mondavi has a great view, a clean, and a spacious shower.

BEST TRINITY DRINK FMI
Best Meme The maker of vodka, gin, rum, triple sec, David's 151, Spicy and juice

BEST PLACE TO MEET SINGLES: THE BARS "Liquid courage" goes a long way

BEST IM SPORT: INTRAMURSE WATER POLO Full competition without the need for strenuous physical activity

BEST UC DAVIS SPORT TO WATCH: BASKETBALL Students say basketball games allow them to feel like they are part of a community



assets for best of davis 2020