

# Sydnee Rodriguez

## Visual Design | Graphic Design | UX/UI Design

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

I am a visual and graphic designer originally from California, now based in Sydney, Australia. I graduated from the University of California, Davis with a Bachelor of Arts in Design and minor in Professional Writing.

Organisations I have worked with include the UC Davis School of Law, The California Aggie, and Bangarra Dance Theatre.

I love creating aesthetically pleasing and thoughtful designs backed by research, and collaborating with multidisciplinary teams to solve meaningful problems. I am happy to communicate directly with clients, liaison between teams, and collaborate with external contractors such as developers and illustrators.

I value working on projects with a purpose, especially those that form a human connection. I have a passion for people and stories, and enjoy exploring the ways the arts and writing can bring people together to communicate a message or create shared 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 – and am always interested in learning something new!

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## Picnic Day 104

Picnic Day is the UC Davis campus' annual open house, with over 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" for the 104<sup>th</sup> Picnic Day.

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 to visitors, communicating with potential sponsors, and determining the logistics of the event.

The day of the event, I worked as a photographer capturing the scheduled events being held to document the day for archival purposes.

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 this always growing large-scale event.

### ROLE

Assistant Graphics Director

### TIMELINE

November 2017 - April 2018

### TOOLS

Illustrator, InDesign, Photoshop

### COLLABORATORS

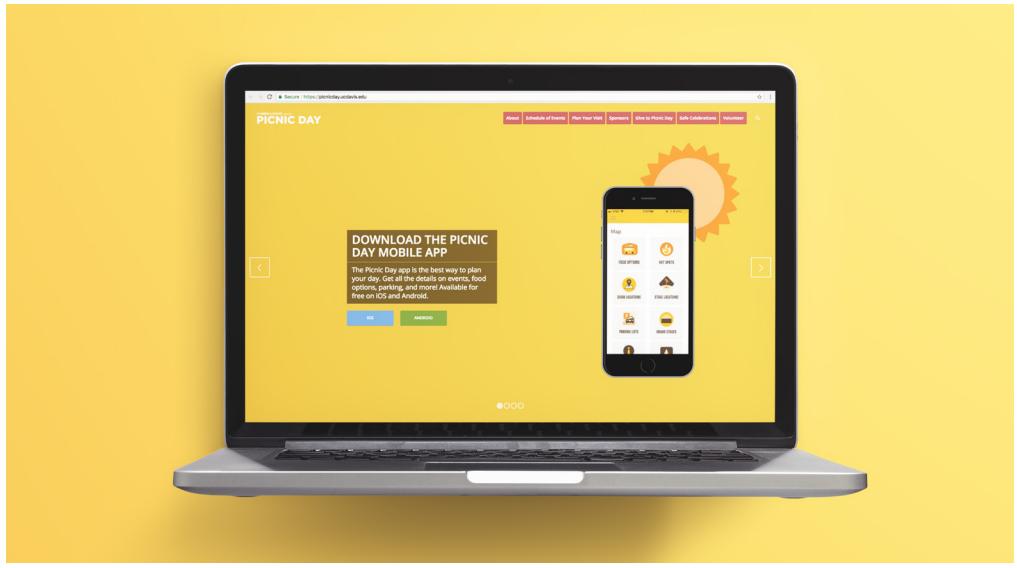
Jeremy Dang, Jonathan Yu, Karissa Tom, Lily Huang, Margot Uchicua



posters



icons used throughout graphic materials



website banner



snapchat filters



recruitment for social media



bus stop signage





apparel



*the first time in 104 years that a hat was designed and sold*



*the graphics team*

# 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 the printed newspaper. I would delegate tasks to my team that best suit their individual skill sets.

I worked closely with other directors and their teams to create materials that would best support their needs and the newspapers' success.

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

I collaborated with the Layout Director to ensure each week's publication was cohesive, engaging, and print ready with the final versions of the copy and imagery sent from the other 10 desks.

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

### ROLE

Design Director

### TIMELINE

October 2019 - June 2020

### TOOLS

Illustrator, InDesign, Photoshop

### COLLABORATORS

Ariana Green (Layout Director)



The University of California, Davis, has introduced a new loyalty oath for faculty members. The oath requires professors to swear they are not members of the Communist Party and support the university's diversity statements. The university's president, Carolyn Porco, has defended the oath as a "political litmus test" for hiring and promotion.

The oath states: "I, [Name], do solemnly swear or affirm that I am not a member of the Communist Party, and that my political beliefs and activities are consistent with the ideals of inclusiveness, diversity, and equality. I also swear that I will support the university's diversity statements."

Porco said the oath is intended to ensure that faculty members share the university's values and are committed to diversity. She added that the oath is not a test of political ideology, but rather a way to ensure that faculty members are aligned with the university's mission.

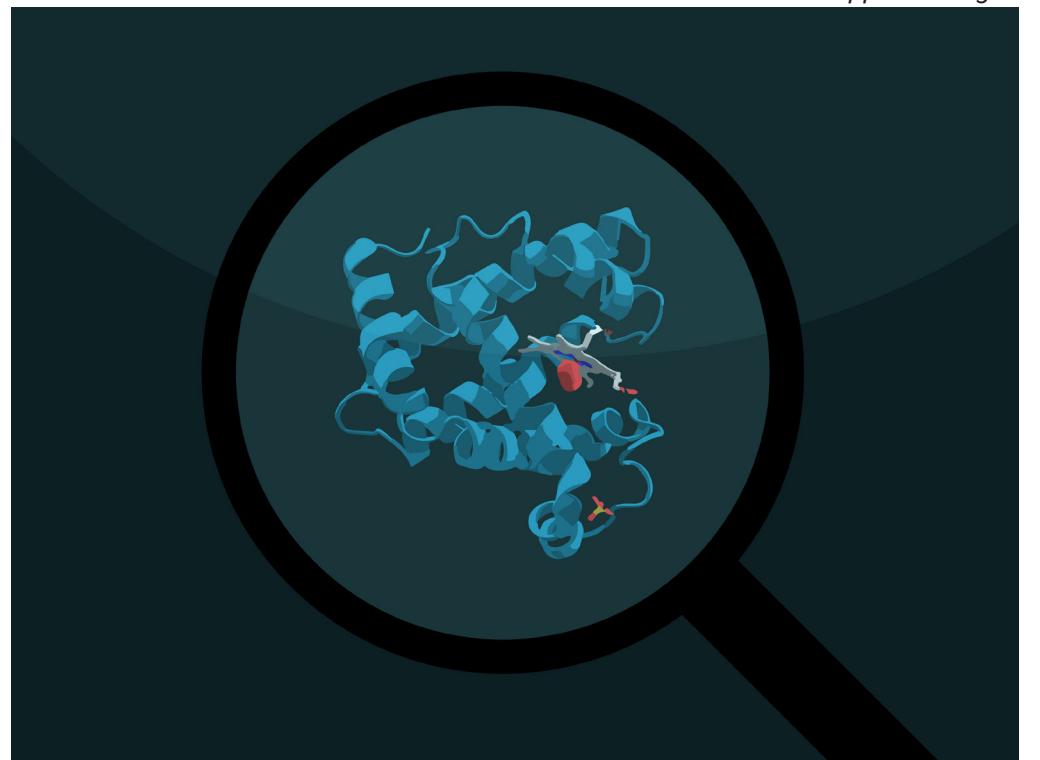
Some faculty members have expressed concern about the oath, particularly those who identify as communists. They argue that the oath is discriminatory and violates academic freedom. Some have also expressed concern about the potential impact on research and teaching.

The university's diversity statements include a commitment to "inclusiveness, diversity, and equality" and a statement that "diversity is integral to the University's achievement of its mission." The university's policy states that diversity is "integral to the University's achievement of its mission" and enhances the "ability of the University to accomplish its academic mission."

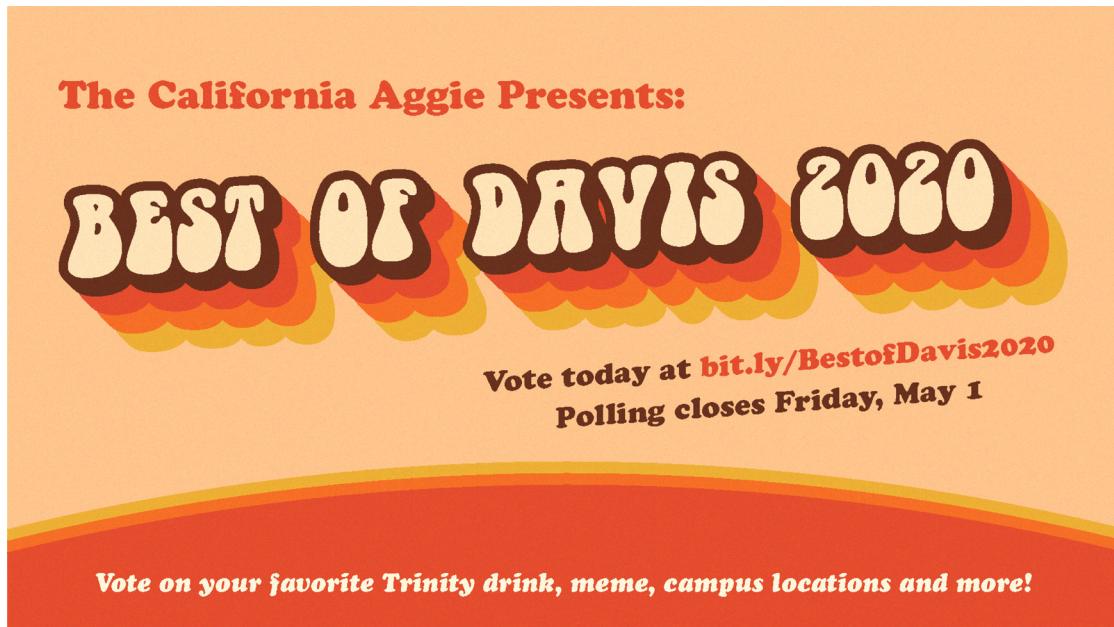
The university's diversity statements also state that "diversity is integral to the University's achievement of its mission" and enhances the "ability of the University to accomplish its academic mission."



staff apparel designs



misc. illustrations to accompany articles



**BEST TRINITY DRINK FML**  
Best of Davis! The makes the drink with vodka, gin, triple sec, Bacardi 151, Sprite and juice.

**BEST STUDENT RESOURCE CENTER**  
BY KATIE HESLEY  
Photojournalism

Although the ways of Davis may not be known to many, the Student Resource Center is a well-known place for students to go to. The "S" is a popular hangout for students who are members of the Trinity, as well as students who are not.

**BEST DISPENSARY: STREET DISPENSARY**  
Street Dispensary has implemented many changes in response to COVID-19.

**BEST ON-CAMPUS BATHROOM: MONDAVI PERFORMING ARTS CENTER**  
Mondavi bathrooms are a great spot to go to for a quick shower.

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

**BEST PICNIC DAY**

**Best ASUCD Unit**

**Best Trinity Drink**

**Best on campus bathrooms**

**Best Thrift Shop**

**Best Sports Team to Watch**

**Best Place to Meet Singles**

**Best Photo Shoot Location**

**Best Dessert**

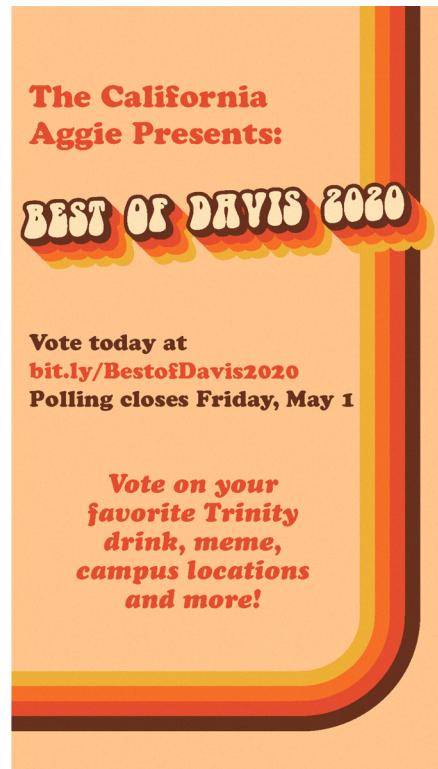
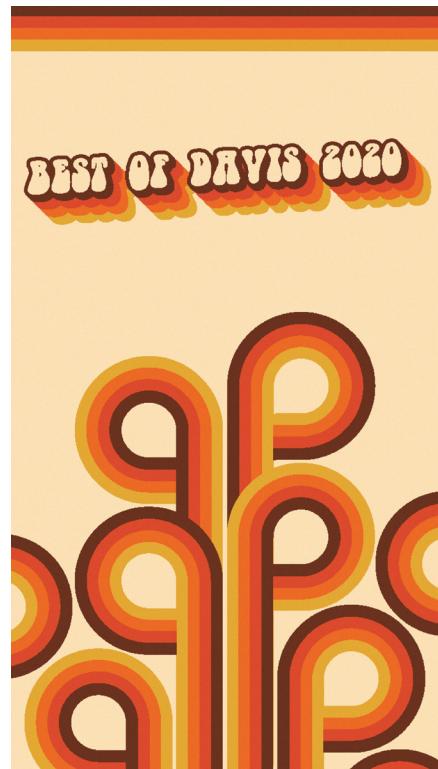
**Best CoHo Venue**

**Best Coho Baked Good**

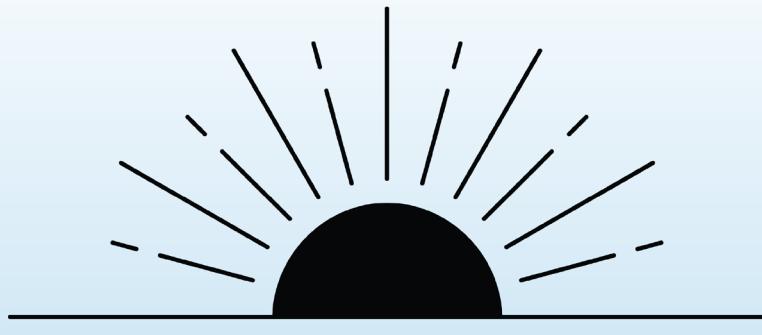
**Best Student Resource Center**

**Best Yoga Studio**

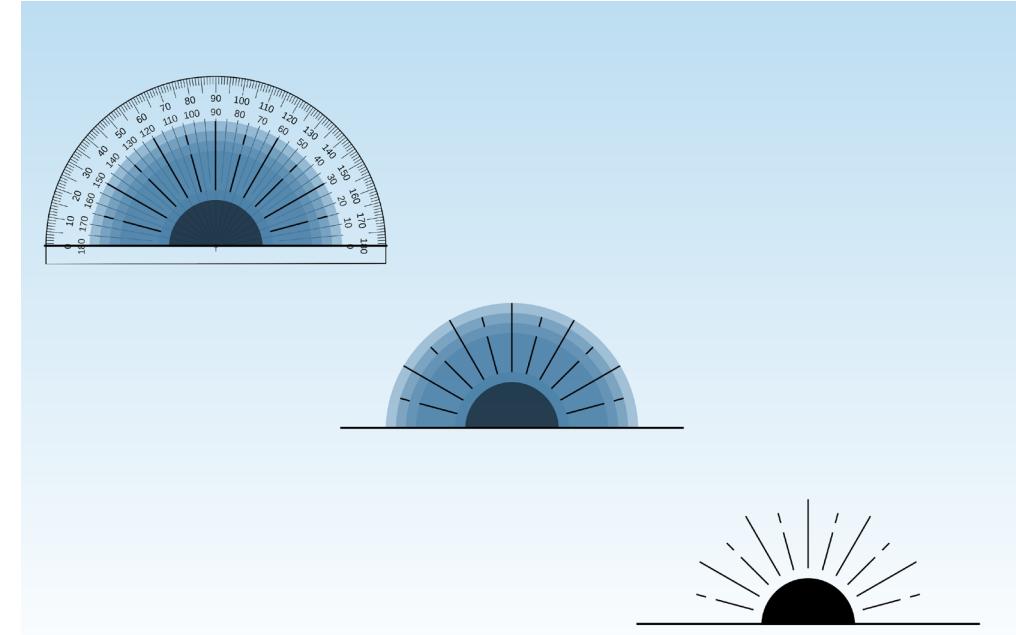
**Best Farmers Market vendor**



assets for the annual campus survey: best of davis 2020



open ceilings



*fun fact: i actually used a protractor to get precise measurements for this 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 organisation aims to give the UC Davis community a consistent platform to be published and support local creators. The project is self published through Amazon, financed through fundraisers, and marketed by board members and the university's English department.

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

I was also in charge of the layout and design elements of the first published issue. The design team created a system of layouts for the Winter 2020 issue to present the diverse written and visual content submitted by the community in a way that would best complement the work alongside others without distracting from the original pieces. 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 created flyers, posters, social media posts, and merchandise to advertise and support the publication digitally and at a variety of events.

### ROLE

Director of Graphic Design

### TIMELINE

February 2019 - January 2020

### TOOLS

Illustrator, InDesign, Photoshop

### COLLABORATORS

Ariana Green (Layout Director)





photo from the launch event



hand painted a-frame for advertising on campus

# TAKE CONTROL

## 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 the campaign does not seek to solely be informative, but serves more as an awareness and call to action for people to inform themselves about topics relating to their health.

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 the target audience of young adults in junior high and up who are beginning to learn about their bodies.

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



secondary logos

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

### ROLE

Co-Creative Director

### TIMELINE

February 2020 - March 2020

### TOOLS

Illustrator, InDesign, Photoshop

### COLLABORATORS

Melanie Fazio, Juli Rivera



illustrations by Juli Rivera



Two separate slide-deck panels for individual graduates. The first panel for Heather Bates includes her photo, the text "Heather Bates", and "Congratulations to Heather, the 2020 Law School Medalist for highest academic achievement!". The second panel for Akriti Ahuja includes her photo, the text "Akriti Ahuja", and the same graduation logo as the main slide.

logo & materials for the class of 2020 graduation 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. During events, I would work as a photographer.

### Notable projects I worked on included:

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