

Sydney Matteson

sydnematteson.com

Contact

Phone number and address
upon request.
sydnematteson@gmail.com

Skills

Adobe

Photoshop, InDesign,
Illustrator, Acrobat Pro,
After Effects, Bridge, and XD

UI/UX & Web

HTML, CSS, WordPress,
Information Architecture,
and Sketch

Microsoft

Word, Excel, and PowerPoint

Leadership

Crimson Newsmagazine

Paso Robles High School
Editor-in-Chief | 2013 - 2014
Art Director | 2011 - 2013

Education

California Polytechnic State University, San Luis Obispo

Bachelor of Science, Graphic Communication
Concentration: Web and Digital Media
To be conferred | *June 2018*

Experience

Brand and Office Manager | *July 2012 - present*

Flowers by Kim—Paso Robles, California
Designed and developed the Flowers by Kim brand
including website and marketing collateral. Managed clients,
created estimates/invoices, collected payments, solved
problems, managed HR needs, designed a rental inventory
system, and created successful marketing strategies.

Freelance Design | *2011 - present*

Designed and established brands for businesses including
websites, print collateral, and social media presence under
my own brand, specializing in the wedding industry.

Awards

Journalism Education Association Write-Offs

Advertising Design: Superior | *November 2013 and April 2013*

Journalism Education Association of Northern California

Advertising Design: 1st and Front Page Design: 2nd | *May 2013*

