Sydney Tomsick

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With a multidisciplinary background in data science, UX design, marketing, and arts administration, I am passionate about combining analytical thinking with creative storytelling to craft digital content and outreach strategies that resonate with people.

Education

University of California Los Angeles   Sept 2022 – Present

Major in Statistics and Data Science | Minor in Digital Humanities | 3.8 GPA

Experience

Development Intern at the Hammer Museum   Jun 2025 - Present

- Research and analyze membership programs from 10 museums to benchmark against the Hammer Museum's offerings
- Create interactive Tableau visualizations to synthesize member survey data and cross-institutional comparisons
- Deliver data-driven recommendations to improve the Hammer Museum's membership program based on survey insights and competitive analysis
- Gain insight into UCLA's donor acquisition and stewardship strategies through team projects and presentations

Assistant Manager at the Lawrence Hall of Science   Dec 2023 - Jan 2024

- Led retail staff in daily operations
- Analyzed daily ticket sales, membership sales, and visitor feedback

Projects

A Statistical Analysis of the Informed Placement Process (IPP) at UCLA   Jun 2025

- Used statistical methods (logistic and linear regression) on a dataset of 980 UCLA students to evaluate how self-assessments and demographic factors influence English placement outcomes, identifying structural inequities and the role of confidence in writing ability

UX Design for *Snagged*, The Design Process ↗   Jun 2025

- Used Figma to design *Snagged*: an app for rating and reviewing thrift stores

Eaton Fire Story Map, Mapping Wildfire Impact and Historical Redlining in Altadena ↗   Mar 2025

- Created an ArcGIS StoryMap that analyzes the disproportionate impact of the Eaton Fire on Altadena's marginalized communities, integrating wildfire damage data, redlining maps, and census demographics to reveal structural inequities and cultural loss

Leadership & Activities

Co-Director of Synthesis Dance Theater   Jun 2024 - Present

- Lead practices 3 times a week; oversee and coordinate the leadership team; organize performances

Publicity Chair of Synthesis Dance Theater   Jun 2023 - Jun 2024

- Managed the organization's Instagram and TikTok through content creation and feed curation
- Planned and executed a photoshoot and promotional video by booking the venue, videographer, and photographer, and developing the visual aesthetic, color scheme, and costuming

Data Journalist for the Daily Bruin   Sept 2023 - Present

- Use Javasrcipt and HTML to create data-based articles and Instagram posts

Skills

Tools & Technologies: ArcGIS, Canva, Figma, Github, Google Sites, LaTeX, Microsoft Suite, Power BI, R, Tableau, WordPress