

Sydney Tomsick

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Profile

With a multidisciplinary background in data science, UX design, marketing, and arts administration, I enjoy working at the intersection of quantitative analysis and creative storytelling: translating complex data into well-designed 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

Digital Philanthropy Student Worker at UCLA Annual Giving

Present

Development Intern at the Hammer Museum

Jun - Aug 2025

- Researched and analyzed membership programs from 10 museums to benchmark against the Hammer Museum's offerings, compiling findings into a comprehensive presentation
- Created interactive Tableau visualizations of member survey data and cross-institutional comparisons, and developed a summary report highlighting key survey outcomes
- Delivered data-driven recommendations to improve the Hammer Museum's membership program based on survey insights and competitive analysis
- Gained 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

COSI Website Design and Development [The Compton Spectrometer and Imager](#) ↗

Sept 2025

- Given the text and images, I designed and developed the website using WordPress
- Incorporated custom HTML and CSS to develop a hero banner, a secondary sliding menu, and mobile-friendly styling

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

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 Javascript 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