

SYDNE EDWARDS

Graphic Designer

DETAILS

PHONE

636.688.0217

EMAIL

esydney.5@gmail.com

LINKS

sydniedesign.com

linkedin.com/in/sydney-edwards

SKILLS

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Brand Identity

Marketing Collateral

Print Collateral

Digital Design

Time Management

Problem Solving

Adaptability

Communication

PROFILE

Innovative Graphic Designer with 5 years of experience in creating visually compelling designs for both digital and print media. Skilled in developing brand identities, web frame design, and marketing materials, I bring a unique blend of creativity and strategic thinking to every project. My portfolio highlights a diverse range of successful designs, demonstrating my ability to turn complex ideas into engaging visuals. Dedicated to staying current with industry trends and continuously improving my skills, I aim to deliver impactful and high-quality design solutions that exceed client expectations. I am confident that my experience and skills would be an asset. Additionally, I am always willing to learn and adapt to new programs or systems, which I see as one of my key strengths.

EMPLOYMENT HISTORY

Graphic Designer & Print Production Coordinator, Magellan Financial Phoenix, AZ

Sep 2021 — Aug 2024

Our focus is on investing in financial advisor practices to develop bespoke brands. In my role, I actively participate in defining these brands, ensuring they align perfectly with the advisor's vision and target audience.

Once the brand identity is established, my responsibilities include designing and producing a comprehensive range of print and digital materials. These materials are crucial in establishing a cohesive visual language that effectively communicates the advisor's expertise and values to their clients, thereby enhancing their professional image and client engagement.

As Print Production coordinator, I simultaneously oversee all aspects of print production, including coordinating with our partnered printers to select optimal materials and finishes. My responsibilities also encompass managing the ordering and delivery of print projects and sourcing specialized printers for unique or specialty items. This role allows me to leverage my organizational skills and attention to detail to ensure high-quality printed materials that align with our clients' brand identities and objectives.

Graphic Designer & Print Specialist, UPS

Cape Girardeau,
MO

Aug 2020 — Aug 2021

As an independent graphic designer for UPS, I provided design services by consulting with clients to understand their specific needs and translating their vision into creative solutions. My role encompassed the entire process from concept to completion: designing a variety of print materials, managing in-house printing, performing cutting and packaging tasks to ensure high-quality delivered projects. This hands-on approach not only allowed me to craft tailored designs but also ensured efficient execution and client satisfaction.

Student Graphic Designer, Southeast
Missouri State University

Cape Girardeau,
MO

Aug 2019 — Jul 2020

I played a key role within a collaborative team at Southeast Missouri State University, where I supported the Lead designer by creating designs aligned with my university's brand guidelines. My responsibilities encompassed designing projects including but not limited to brochures, program layouts, and digital billboard advertisements. This role not only allowed me to see my work prominently displayed across campus but also challenged me to grow in foundational design skills while navigating creative expression within brand guidelines.

EDUCATION

BFA degree in Graphic Design, Southeast
Missouri State University

Cape Girardeau,
MO

Aug 2017 — Dec 2020