

SYDNEY LING

SydneyLing.com

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Education

American University

Washington, DC

Graduated May 8th, 2016

BA in Graphic Design

Interactive Design Concentration

Washington Mentorship Program

American University

Washington, DC

Fall 2012

Skills

Software

- Adobe CC (PS, ID, AI, AE, etc.)
- Dreamweaver and Sublime Text
- Microsoft Office
- UXPin

Design

- Branding and systems design
- Graphic tablet illustration
- Responsive web and UI design

Web Development

- HTML5/CSS
- JavaScript
- Python
- Wordpress customization
- Wireframing and rapid prototyping
- User research, testing and quality assurance

Professional

- Client relations and management
- Communications and correspondence
- Interpersonal and group moderation

Freelance Commercial Artist and Designer Aug. 2012–Present

Various companies and organizations

Create weekly chalkboard illustrations and storefront murals for all Atlanta locations of Mountain High Outfitters. Develop HTML and inline CSS markup for email blasts with programs like MailChimp. Compile branding identities for startup businesses and companies going through rebranding. Provide marketing and design consultation for companies who have hired creative providers.

Mountain High Outfitters Nov. 2016–Aug. 2017

Atlanta, GA

Keyholder and Gear Manager

Completed opening and closing procedures, managed and coordinated a team of associates. Compiled weekly analyses of sales trends and product interaction to provide an appealing and replete gear inventory.

JEL Creative Aug. 2015–May 2016

Washington, DC

Graphic Design Intern

Interacted with clients, managed projects, and worked as an integrated member of the design team. Concentrated on illustration, UX development, deployment and quality assurance. Utilized various content management systems to design, create, and construct websites. Assisted with rebranding and developing websites for both the National Osteoporosis Foundation and USPS. Provided illustrations for the DC Center's newly released app for safe sex and HIV prevention, bePrEPed.

Investigative Reporting Workshop Jan. 2015–Aug. 2015

School of Communication, American University

Graphic Design and Photography Intern

Composed all graphics, posters, news and media packages, and event materials. Uploaded stories and visuals into the CMS. Provided materials like photography, icons and illustrations for the Workshop and its partners, including the Washington Post and the Society for News Design's 2015 Workshop.

Teaching Assistant for Graduate Course Jun. 2015–Aug. 2015

Assisted Prof. Lynne Perri with a data visualization graduate course by providing educational workshops on the Adobe Suite, developing curriculum materials and step-by-step tutorials, and evaluating students' assignments.

Lenz Marketing May 2014 – Aug. 2014

Atlanta, GA

Graphic Design Intern

Created branding packages, posters, email blasts, website designs, social media assets, and more for clients including Emory University, The AJC Decatur Book Festival, and Piedmont Hospital.

Telecommunication Industry Association Aug. 2012 – Dec. 2012

Arlington, VA

Graphic Design Intern

Produced designs with the head graphics coordinator for all web- and print-based publications, including the annual report, the TIA Now video publication, and infographics for client meetings.