

SYDNEY LING

Contact Information

Atlanta, GA
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Education

American University

Washington, DC
Graduated May 8th, 2016
Graphic Design
Interactive Design Concentration

Washington Mentorship Program

American University
Washington, DC
Fall 2012

Skills

Software

- Adobe CC (PS, ID, AI, AE, XD)
- Microsoft Office
- UXPin

Design

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

Web Development

- HTML5/CSS
- Twitter Bootstrap and other frameworks
- JavaScript/Jquery
- Sass/SCSS
- Wordpress customization
- Wireframing and rapid prototyping
- User research, testing, and quality assurance

Certifications

- MOZ SEO Certification

Incentive Solutions

Sep. 2017–Present

Atlanta, GA

Multimedia Designer

Executed all client design. Designed, developed, and maintained all client sites on Incentive Solutions' proprietary content management system (CMS), RewardTrax, using **HTML, CSS, Bootstrap, Sass, SCSS, JQuery, and JavaScript**. Designed and implemented sites for client programs like Michelin, Carnival Cruises, and F.W. Webb, which have a combined program value of **over \$2.5m**. Participated in a task force which proposed, developed, and implemented the fifth version of the RewardTrax CMS which included a Bootstrap framework and a updated system for developing client sites. Designed **print campaigns** including the Uniquely Yours campaign for custom redemptions, which—in 2018 alone—brought **over \$97,000** of revenue to ISI. Other responsibilities included: **print work**; developing **HTML emails** compatible with all email service providers; collaborating with **copywriters**; **delegating** work to design contractors and freelancers; and **consulting** in task forces on **marketing, social media, product development**, and internal processes.

Mountain High Outfitters

Nov. 2016–Aug. 2017

Ponce City Market, Atlanta, GA

Key Holder and Gear Manager

Maintained all outdoor gear. Trained sales staff and educated customers about gear use and proper management.

Commercial Artist and Designer

Mar. 2017–Present

Created weekly chalkboard illustrations and quarterly 200sqft murals for Mountain High Outfitters. Designed print and web graphics used throughout the company.

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.

COMM-573: Visual Strategies

Jun. 2015–Aug. 2015

School of Communication, American University

Graduate-Level Teaching Assistant

Assisted Prof. Lynne Perri with her Visual Strategies in Public Communications class. Provided educational workshops on Adobe Suite and evaluated students' assignments. Developed curriculum materials like quizzes, branding guides, and step-by-step tutorials.

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.