

# SYDNEY LING

## Contact Information

Atlanta, GA  
Sydney.YB.Ling@gmail.com  
(404) 803-2154  
LinkedIn.com/in/SydneyLing  
SydneyLing.com

## Education

### American University

Washington, DC  
Graduated May 8<sup>th</sup>, 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 illustration
- Responsive web and UX 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–Aug. 2019

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 Mitsubishi, which had 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 an 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: 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

Mar. 2017–Dec. 2017

Commercial Artist and Designer

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

Ponce City Market, Atlanta, GA

Nov. 2016–Aug. 2017

Key Holder and Gear Manager

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

## 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.