

sydneybri carter

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A.A. Graphic and Web Design

The Art Institute of Atlanta, Ga.
Graduated Summa Cum Laude

Best Portfolio, Award

Highest Academic Performance, Award

Cumulative GPA: 4.00

B.A. American Studies

University of Maryland, College Park
College of Art and Humanities
Departmental Honors

B.A. Journalism

University of Maryland, College Park
Philip Merrill College of Journalism
Graduated Cum Laude

Human Development, Minor

Arts Program, College Park Scholars

Cumulative GPA: 3.80

LEADERSHIP

HD Supply Community Connect Functional Champion – 2018

AiA AIGA Student Group President – 2014

University of Maryland, College Park Senior Marshal – 2013

Omicron Delta Kappa Leadership Organization – 2013

JOURNALISM

Exceptional Volunteer, Philip Merrill College – 2013

Kappa Tau Alpha Honor Society – 2013

Reese Cleghorn Journalism Excellence Scholarship – 2012

ARTS

AIGA Atlanta Chapter Communications Committee – 2018

Bronze Healthcare Advertising Award, Online Ads,
WellStar Atlanta Medical Center – 2017

Bronze Healthcare Advertising Award, Newspaper Single Ad,
WellStar Atlanta Medical Center – 2017

Merit Healthcare Advertising Award, Magazine Single Ad,
WellStar Atlanta Medical Center – 2017

Arts Scholars Citizenship Award – 2011

Senior Creative Designer

HD Supply

Digital marketing specialist responsible for researching, planning, conceiving, creating, coding, implementing, delivering all digital components for omni-channel creative packages in support of: signature campaigns, promotions, advertising, events, resources, services, company branding. Occasionally assist with print creative packages. Packages include: web pages, banner ads, animations, social media, emails, direct mail, flyers, etc. Participated, educated during website redesign, new digital asset management system setup/launch, new email system setup/launch, new project management system setup/launch.

June 2017 - present

Graphic, Digital, Web Designer

MVO Marketing

Only full-time, in-house designer. Created print, digital, web, marketing, branding, collateral for clients in various industries: luxury student/multifamily housing, medical, fashion retail, technology, B2C, B2B. Supervised, consulted, created all web content, custom web design projects, CMS projects, SEO, SEM, UX/UI. Attended client pitches, meetings. Led design brainstorm. Utilized the entire design process. Executed print production. Managed select freelance designers, agency partners, client accounts.

October 2014 - June 2017

Design Assistant

Modern Luxury Media

Photoshopped/isolated images for print publications. Designed template-based layouts for *JEZEBEL* Magazine, *Ala Moana* shopping mall magazine. Designed original layouts for special publications. Participated in redesign of *Ala Moana*.

July 2013 - May 2017

Editorial Contributor

Atlanta Homes & Lifestyles
Network Communications, Inc.

Researched, wrote: blogs, calendars, newsletters. Designed graphics. Created, sourced photography. Fact checked. Copy edited. Reported on events.

May 2012 - July 2012

Microsoft 365
14 years

InDesign CC
10 years

Social Media
Platforms + Tools
10 years

Blogging +
WordPress/CMS
Platforms
10 years

Photoshop CC
9 years

HTML + CSS
7 years

Illustrator CC
7 years

SEO/SEM
+ Analytics
4 years

Adobe XD
2 years

jQuery/Javascript
2 years

Photo + Video
2 years



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knee pain

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PRINT + DIGITAL ADS

Award-winning campaigns for WellStar Atlanta Medical Center 2017



KICK knee pain

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SPORTS MEDICINE
WELLSTAR
Atlanta Medical Center



NATURAL INSTINCT

WARM UP YOUR WARDROBE WITH CARAMEL, KHAKI, TANG AND TAupes.



ANIMAL KINGDOM

TAKE HOME THESE FOUR LEGGED FRIENDS AND WINGED WONDERS.



EDITORIAL LAYOUTS

Shoppable editorial templates for shopping mall magazine, Ala Moana 2016



Your gym friends miss you.

Don't let knee pain keep you down. Our sports medicine specialists focus on one thing...you, living without pain.



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BRAND + PROMOTION + EVENT COLLATERAL

Postcards + flyers for luxury student housing 2016-2017

