

C O N T A C T

SYDNEYBHUGHES.COM

SBHUGHES1996@GMAIL.COM

678.936.8140

GAINESVILLE, GA

SYDNEY HUGHES

UI/UX + GRAPHIC DESIGNER

E D U C A T I O N

MASTER OF ARTS – EMERGING MEDIA

University of Georgia | Online | May 2024

BACHELOR OF FINE ART – GRAPHIC DESIGN NEW MEDIA CERTIFICATE

University of Georgia | Athens, GA | 2019
Magna Cum Laude

DIGITAL PHOTOGRAPHY CERTIFICATE

UNG Continuing Ed. | Dahlonega, GA | 2013

S K I L L S

GRAPHIC DESIGN

UI/UX DESIGN

CONTENT DESIGN

PHOTOGRAPHY

IDENTITY DESIGN

PROTOTYPING

TYPOGRAPHY

T O O L S

ILLUSTRATOR

PHOTOSHOP

INDESIGN

LIGHTROOM

WORDPRESS

FIGMA

CANVA

A B O U T M E

I love working on anything and everything design related, whether it's identity design to UI design. I'm passionate about problem solving through design. I love making stuff work (*or work better*) and then making it look good!

E X P E R I E N C E

JUNIOR GRAPHIC DESIGNER

A. Cape Design | Remote | 2023–present

- Created social media graphics for clients following their social media schedule and brand guidelines
- Assisted lead designer with concepts and designs for various campaigns for clients
- Assisted lead designer with branding projects for clients

GRAPHIC DESIGNER & DESIGN LAB MANAGER

Lanier College & Career Academy | Gainesville, GA | 2019–present

- Managed all aspects of a student-based enterprise, including planning, organizing, and overseeing production of all jobs within several service types, supervising the work of student interns and support staff, calculating service/product pricing, and creating marketing materials
- Worked on multiple projects benefiting the entire school, including assisting with brand refreshing efforts and designing print and digital collateral for various school programs and student-based enterprises
- Spearheaded restructuring of school's website and maintained information to ensure relevancy and accuracy
- Increased the lab's revenue from <\$30k to >\$60k within 2 years through the implementation of new procedures and product offerings
- Initiated the implementation of the first e-commerce platform used by the district for Hall County School's pilot program

GRAPHIC DESIGN INTERN

Mud Pie LLC | Stone Mountain, GA | Summer 2018

- Assisted the product development team with creating and preparing original artwork for production
- Created and prepared ads and showroom collateral for AmericasMart's Atlanta Gift and Apparel Market
- Assisted with showroom setup for AmericasMart's Atlanta Gift and Apparel Market
- Designed digital ads for social media and layouts for email blasts
- Created ads for national trade show magazines