

# NOLAND

SYDNEY NOLAND | DESIGNER

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## Experience

### DESIGN INTERN | SEATTLE SEAHAWKS

July 2017–January 2018 *Renton, WA*

- Individually coordinated assigned projects from beginning ideas and concepts, to print production and delivery; the process included information meetings with clients, execution of ideas and designing materials, and correlating with printers to help develop final materials
- Enhanced and expanded the Seattle Seahawks brand by implementing new, creative ideas through illustration, hand skills, and through other non-digital means
- Designed for numerous platforms both large and small scale that included, but were not limited to: email marketing, banners, informational boards, fence signage, stadium signage, gameday ads, web banners, web ads, infographics, and social media graphics
- Consolidated time during the 12 Flag Raising Experience gameday event by developing informational photo cards which improved overall efficiency during the experience and gave those who participated a piece of memorabilia from the event
- Assisted with building out gameday social media graphics for Twitter, Facebook, and Instagram during live gameplay

### WEB DESIGNER | DIGITAL CORPS

August 2015–May 2017 *Muncie, IN*

- Led the branding and illustrative design of an internal project involving an educational app, created in celebration of Indiana's Bicentennial that attracted over 251 educators and 6,000 elementary students in 91 different cities within Indiana
- Created innovative design solutions for apps, websites, and other digital platforms in a multidisciplinary environment
- Assisted as a Junior Project Manager by planning project timelines, addressing and solving possible obstacles, and helping team members progress on a project in order to help with completing them efficiently without losing quality

### DESIGN INTERN | AMERICAN STRUCTUREPOINT, INC.

May 2015–January 2016 *Indianapolis, IN*

- Designed the 50<sup>th</sup> anniversary logo representing the architectural accomplishments of 15 branches and the service of over 400 employees within the company
- Increased employee interest in professional events, conferences, and exhibitions by incorporating handcrafted forms of design on brochures, postcards, and other print collateral
- Participated in company seminars and networking events that increased skills in interpersonal communication

## Education

### BACHELOR OF FINE ARTS

BALL STATE UNIVERSITY

Concentration in Graphic Design

## Skills

HTML/CSS

Illustration

Typography

Packaging

Adobe Creative Cloud

UX/UI



## Organizations

### AIGA

- Member since 2015

## Awards & Recognition

### Rookie of the Year

*Seattle Seahawks*

### Packaging of the World *Feature*

- [Stealth for Gentlemen](#)
- [Medley Multicultural Library](#)

### Ravinia Poster Contest *Third Place*

- [Ravinia Poster Contest](#)

### The Dieline *Feature*

- [Stealth for Gentlemen](#)

### W<sup>3</sup> Awards *Gold and Silver*

- [Ball State University Field Trips](#)

### AIGA Blue Ridge's 2016 Flux Student Design Competition *Honorable*

*Mention in Web and App Design*

- [Ball State University Field Trips](#)