

# NOLAND

SYDNEY NOLAND | DESIGNER

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## Experience

### DESIGN MASTER | DIGITAL CORPS

*August 2015–Present*

- 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

### JUNIOR DESIGNER | INDEPENDENT STUDY

*August 2015–December 2015*

- Organized and designed a branding campaign for the 81<sup>st</sup> Annual Juried Student Art Show at Ball State University that doubled guest attendance
- Interviewed Ball State School of Art students about how to bring more interest to the annual Juried Student Art Show
- Proposed and presented the branding campaign and marketing plan to the student show committee and was approved to move forward with the project
- Collaborated with one other designer to create promotional materials such as: interactive installations, banners, posters, and banners
- Managed a strong and consistent campaign under tight deadlines

### DESIGN INTERN | AMERICAN STRUCTUREPOINT, INC.

*May 2015–January 2016*

- 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

- GPA: 3.9

## Skills

HTML/CSS

Illustration

Typography

Packaging

Adobe Creative Cloud

UX/UI

## Organizations

### AIGA

- Member since 2015

## Awards & Recognition

### 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](#)



CERTIFIED  
ASSOCIATE