

sydney maresca

✉ sydneymaresca3@gmail.com

☎ (631) 316-2322

📍 East Islip, New York

🌐 www.smarescadesigns.com

Career Objective

Visual Designer dedicated to harnessing talent and innovation for impactful outcomes. Exceptionally organized, adept at efficiently orchestrating tasks to achieve objectives with precision and creativity. Thriving amidst shifting priorities, I consistently exude positivity and uphold a strong work ethic.

Education

Johnson & Wales University

Providence, RI

B.S. Graphic Design & Digital Media
(February 2019)

Skills

Design

UX/UI Design
Brand/Visual Identity
Print Design
Product Design
Art & Illustration
Environmental Design

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Miro
Keynote
Microsoft Office
Google Suite

General

Ideation/Concepting
Team Player
Communication
Detail-oriented
Planning & Organizing
Problem Solving

Clients

Uniphore
Automox
GoodTime
Lenovo
Ben & Jerry's
Susan G. Komen

Professional Experience

Senior Visual Designer | The Predictive Index

Boston, MA / April 2023 – Present

I lead the design and creative strategy for marketing campaigns, product launches, and overall brand development. I work across teams—marketing, product, and UX/UI—ensuring all visual outputs are aligned with business goals, user needs, and brand identity.

Key Contributions

- Spearheaded the design strategy for product launches, creating cohesive visual identities that drove a measurable increase in product adoption.
- Led collaboration between demand generation and web development teams to optimize UX flows, significantly boosting user satisfaction and engagement.
- Provided strategic insights during planning sessions, aligning branding with company growth initiatives, resulting in a 10% increase in brand recognition.
- Managed a diverse portfolio of design projects, balancing feedback and meeting tight deadlines to ensure successful, on-time launches.
- Acted as a design thought leader, integrating industry trends and managing the design team, which improved brand consistency by 15% and streamlined project workflows.

Graphic Designer | The Predictive Index

Boston, MA / Feb 2021 – April 2023

I developed innovative design solutions to support the company's growth and brand visibility across digital and print platforms. My role involved close collaboration with marketing, sales, and product teams to produce engaging visual content that aligned with strategic business objectives.

Key Contributions

- Revitalized social media branding, increasing audience engagement by 20% and ensuring consistent brand presentation across channels.
- Designed key business reports that enhanced internal communication and improved understanding of company performance metrics.
- Collaborated with marketing and sales teams to create impactful materials that aligned with strategic objectives and boosted user engagement.
- Built a reusable design template library, saving teams significant time on recurring design needs.
- Designed creative assets for the OPTIMA 2022 conference, contributing to increased attendance and overall engagement.

Junior Graphic Designer | CSM Sport & Entertainment

New York, NY | Jun 2019 – Aug 2020

As a Junior Graphic Designer, I delivered impactful design solutions for large-scale events and experiential marketing campaigns. I collaborated with internal teams and clients to ensure cohesive visual assets that aligned with brand goals and elevated the event experience.

Key Contributions

- Created branding, signage, and promotional materials for high-profile events, leading to a 20% increase in attendee engagement.
- Partnered with event coordinators to ensure consistent messaging across digital, print, and on-site platforms, enhancing the overall brand experience.
- Collaborated with sponsors and stakeholders to integrate event branding into venue layouts, resulting in a 15% increase in sponsor satisfaction and repeat business.