

Sydney Chapp

EDUCATION

Bachelor of Arts, Graphic Design
University of Nebraska-Lincoln | 2012 - 2016

CONTACT

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DIFF Eyewear
Charitable Designer Eyewear
Los Angeles, CA / Remote

Graphic Designer

MAY 2021 - PRESENT

- Create static and motion graphics for email, social, paid ads, and web
- Coordinate with junior designers on design strategy and assets for collaboration deliverables
- Assemble creative inspiration and concepts for collaborations and seasonal campaigns
- Execute design and layout of various packaging, POP displays, and tradeshow materials
- Developed template and data merge system within Excel and InDesign to streamline product linesheets
- Assist senior designer on providing detailed feedback on email creative
- Edit photography to correct color, alter lens types, sizing, markings, and general color-correction

Pink Gorilla Events
Athletic Events Company
Lincoln, Nebraska / Remote

Lead Graphic Designer

JULY 2018 - FEBRUARY 2021

- Developed and strengthened brand assets and guidelines for nine events
- Crafted and redesigned ten event websites using WordPress Divi Builder
- Designed and presented plans for new products resulting in increased merchandise sales
- Created digital graphics with individual project marketing goals in mind
- Laid out and produced email graphics to enhance clear runner communication
- Produced short videos and gifs intended to boost registrations
- Developed small and large scale designs for print

redthread
Advertising Agency
Lincoln, Nebraska / Remote

Graphic Designer

OCTOBER 2017 - JULY 2018

- Designed captivating social media and blog graphics for various clients
- Organized and developed websites with client objectives in mind
- Prepared projects for print such as business cards, brochures, and full-size billboards

Bulu Box (Bulu Inc)
Subscription Box Company
Lincoln, Nebraska

Graphic Design & Social Media Intern

JANUARY 2015 - SEPTEMBER 2016

- Managed and strengthened social media presence by designing to current trends
- Shot product photography to both showcase the brand and entice users to each new product
- Created a high volume of email designs and scheduled them using MailChimp
- Produced engaging video content to highlight products and boost social presence

Boutique Window
Retail Marketing
Lincoln, Nebraska

Design & Marketing Intern

JANUARY 2014 - OCTOBER 2014

- Designed social media graphics, website headers, and email designs for Boutique Window clients
- Wrote engaging articles for the blog

TECHNICAL

Photoshop, Illustrator, InDesign, Premiere, After Effects

STRENGTHSFINDER

Empathy, Relator, Achiever, Futuristic, Responsibility