

# sydney chapp

## EDUCATION

bachelor of arts, graphic design

UNIVERSITY OF NEBRASKA-LINCOLN / 2012 - 2016

## CONTACT

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LOS ANGELES, CA 90503

## senior graphic designer

ZENNI OPTICAL - ONLINE OPTICAL RETAILER - NOVATO, CALIFORNIA / REMOTE

JUNE 2023 - PRESENT

- Research and execute creative direction for promotional sales initiatives
- Design OOH Advertising for billboards and train stations
- Create print advertisements featured in publications such as United Hemisphere magazine
- Develop various digital assets, including organic social, paid social ads, affiliate ads, and CTV ads
- Collaborate with the UI/UX team to create and optimize website imagery
- Coordinate with other designers to implement campaign direction
- Conceptualize and design displays for tradeshow to enhance brand visibility and engagement

## senior graphic designer

DIFF EYEWEAR - CHARITABLE DESIGNER EYEWEAR - LOS ANGELES, CALIFORNIA / REMOTE

MAY 2021 - MAY 2023

- 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 Art Director on providing detailed feedback on email creative
- Edit photography to correct color, alter lens types, sizing, markings, and general color-correction

## lead graphic designer

PINK GORILLA EVENTS - ATHLETIC EVENTS COMPANY - LINCOLN, NEBRASKA / REMOTE

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

## graphic designer

REDTHREAD - ADVERTISING AGENCY - LINCOLN, NEBRASKA / REMOTE

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

## TECHNICAL

PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE, AFTER EFFECTS + MORE

## STRENGTHSFINDER

EMPATHY, RELATOR, ACHIEVER, FUTURISTIC, RESPONSIBILITY