



Sydney Jacobson
GRAPHIC & DIGITAL DESIGNER

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Experience

Sydopia

INDEPENDENT GRAPHIC & DIGITAL DESIGNER 08/2016 - CURRENT

Started a design studio to help emerging businesses and startups innovate and grow their impact through strategy, design and UX.

Built brand identities and standards for clients based on purpose, brand audit, and competition and audience research.

Designed and coded custom websites—along with developing brand specific content, user experience, design, and copywriting—all to ensure top-notch web experiences.

SELECT CLIENTS: LAND O'LAKES, JACOB'S COVE, BETTERYOU

ProValens

USER INTERFACE DESIGNER 05/2017 - 10/2018

Developed and designed corporate website to better align to brand standards and create a more intuitive user experience.

Executed and monitored standards for user interfaces, page design and graphics development.

SELECT CLIENTS: DEMENTIA FRIENDLY ALABAMA

OTC Venture Center

GRAPHIC DESIGNER 05/2016 - 04/2018

Consulted with University startups to define their brand and implement it into business cards, investor presentations and web experiences.

Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.

SELECT CLIENTS: PROVALENS, FARM VISION, UNIVERSITY OF MINNESOTA

Education

University of Minnesota

B.F.A. IN GRAPHIC DESIGN 09/2015 - 05/2018