



Sydney Jacobson

DESIGNER, STRATEGIST, & CREATIVE ENTREPRENEUR

SydneyJacobson.com :: Sydopia.com :: Sydney@Sydopia.com

Experience

Sydopia

FOUNDER & DESIGNER

08/2016 - CURRENT

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

Established identity systems using research and strategy to drive design solutions.

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 OF LAKES, JACOB'S COVE, PROVALENS

OTC Venture Center

GRAPHIC DESIGNER

05/2016 - 04/2018

Consulted with University startups to define their brand strategy through audience and competition research, and developed design solutions accordingly.

SELECT CLIENTS: PROVALENS, FARM VISION, UNIVERSITY OF MINNESOTA

Co-Lab

GRAPHIC DESIGN FELLOW

09/2015 - 05/2016

Collaborated with startup advancement through idea generation and preventing GroupThink with boundary-pushing solutions.

Responsible for implementing brand strategy and identity for student startups at the University of Minnesota.

SELECT CLIENT: ADRENACARD

Education

University of Minnesota

B.F.A. IN GRAPHIC DESIGN

09/2015 - 05/2018