

SYDNEY BARTON

Art Direction • Visual Strategy

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Brooklyn, New York

Work Experience

Amplify Education

Art Director, Marketing • January 2024–present

- Conceptualize and design slide decks to support C-Suite team for investor presentations, Board of Directors meetings, and company-wide town halls.
- Close collaboration with Creative Directors to create digital and print materials that bring Amplify's marketing campaigns/product launches to life.
- Communicate with project managers while working on multiple projects simultaneously, keeping creative files organized and accessible to the team.

Senior Visual Designer, Marketing • April 2022–January 2024

- Managed design/illustration projects to support campaigns and initiatives for the Customer Marketing, Professional Development, and Tutoring teams.
- Designed and executed all paid ads and organic social media content.

Visual Designer, Literacy Product • June 2021–April 2022

- Designed and refined student-edition textbook layouts for a new K–5 elementary Social Studies curriculum.
- Created original digital illustrations, infographics, charts and maps for K–5 textbooks, activity booklets, web resources and internal presentations.
- Developed engaging lesson decks and high-quality teaching guides that ensure efficiency and ease-of-use in classrooms.
- Organized and managed project archive and master artwork database.
- Managed cross-functional collaborations across different departments and teams to deliver final designs within project timeframes and client budget.

Bareburger Group LLC

Senior Graphic Designer • May 2019–May 2021

- Managed creation and production of all print and digital graphics for 35+ restaurant units.
- Owned the brand's visual identity to design and fulfill guest-facing collateral including menus, mailers, email newsletters, signage, landing pages, social media content, seasonal item promotions and more.

Junior Graphic Designer • May 2018–May 2019

- Conceptualized, sketched, and executed engaging illustrations, graphics, and animations for print, digital, and social media platforms.
- Handled communication with clients, restaurant managers, printing companies and other vendors to successfully fulfill all graphic requests.

Solfire Fitness Clothing

Graphic Design Intern • December 2017–May 2018

- Designed dynamic and engaging email newsletters, social media content, tech packs, in-store signage, and marketing materials based on established brand guidelines to promote brand awareness and increase sales.

Education

Pratt Institute

BFA Communications Design
Brooklyn, New York
May 2018 | 3.85 GPA

Danish Institute for Study Abroad

Graphic Design Summer Session
Copenhagen, Denmark
June 2017–Aug 2017

Skills

Technical

Adobe Creative Suite:

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere
- Acrobat
- XD

Figma

Creative Direction

Graphic Design

Digital & Traditional Illustration

Marketing

Designing for Accessibility

Layout, Grid & Typography

Color Theory & Gestalt Principles

Photography & Video Editing

Microsoft PowerPoint & Keynote

Google Workspace

CMYK Workflow & Print Production

Traits

Leadership

Problem-solving

Organization

Creativity

Time, project, and people management

Interpersonal skills

Verbal and written communication

Proactivity and practicality