

Sydney R. Hembree

UX Designer with a background in marketing, journalism, and graphic design. Hard-working professional with a passion for solving user pain points in innovative ways. History of interviewing users and crafting persona profiles in collaborative projects, drafting Lo-Fi and High-Fi prototypes based on usability testing via InVision and Figma. Willing to relocate.

✉ hembree.sydney9@gmail.com

📞 678-462-6556

🌐 <https://www.linkedin.com/in/sydney-hembree/>

PROFESSIONAL EXPERIENCE

USER EXPERIENCE JOBS

Freelance UX/UI Designer & Social Media Coordinator
07/2021 - Present Remote

- Brainstormed website ideas with the client, iterated on UX & UI based on system specifications, and added content to each page.
- Photographed products and edited for social media and site. Monitored website for conversion rates and social interactions.
- Tested and updated website to improve usability, increasing online store conversion rates by 363% YOY from December 2020 to 2021.

UX/UI Bootcamp (Georgia Institute of Technology)
12/2020 - 06/2021 Remote

- Community Center Website RWD Redesign
 - Redesigned the Little Five Points Center for Arts & Community website to be user-friendly. Highlighted rental spaces available to the public. Case study on [portfolio](#).
- Music-Centric UX/UI/FE Redesign & Development
 - Targeted two personas, designed four pages, and built three with HTML, CSS, & Bootstrap. Case study on [portfolio](#).

WEBMASTER OF SILENT AUCTION

Georgia Symphony Orchestra
01/2020 - 07/2020 Marietta

- Acquired, managed, and photographed donations for an in-person fundraiser, which was converted to an online auction.
- Designed the online platform using brand marketing and keyword analytics. Received high remarks from consumers. Raised over \$5,000.

PRODUCTION COORDINATOR

The Atlanta Opera
07/2019 - 01/2020 Atlanta

- Produced contracts, payment requests, per diems, and expense reimbursements for incoming designers and team.

MARKETING & PR COORDINATOR

Master Gardener Volunteers of Cobb County
08/2018 - 05/2019; 08/2021 - Present Marietta

- Developed and managed two campaigns using direct marketing and digital tools, which improved the income for the fundraiser by 153.8% compared to the previous year.
- Constructed market validation research using an in-person survey, measuring an awareness of the brand, leads, conversion rate, and customer close rate.



https://srhembree.github.io/Portfolio_Home/

SOFT SKILLS

Detail-Oriented

Adaptability

Leadership

Communication

Time Management

Creativity

Organized

Teamwork

Problem-Solving

HARD SKILLS

Front-End Tools

HTML, CSS, JavaScript/jQuery, Bootstrap

UI Tools

InDesign, Illustrator, Premiere, Photoshop

UX Tools

Miro, Figma, Adobe XD, InVision, Trello

PROGRAMS

Shopify, WordPress, Wix, GoDaddy, Mailchimp

EDUCATION

UX/UI Bootcamp
Georgia Institute of Technology
12/2020 - 06/2021

MPA in Nonprofit Management
Kennesaw State University
05/2017 - 06/2019

BBA in Marketing & Corporate Relations
University of Mississippi
08/2010 - 06/2015

BAJ in Broadcast Journalism and PR
University of Mississippi
08/2010 - 06/2015

CERTIFICATES

Grantwriting Toolkit Course (2020)
Notary Public Qualification (2020 - 2024)

EXTRA INTERESTS

- Georgia Symphony Orchestra Choir (2015 - Present)
- The Fabulous FOX Theatre Usher (2017 - Present)
- Cobb County Master Gardener (2018 - Present)