

SYDNEY HEMBREE

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

SUMMARY

Product 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 Maze and Figma.

TECHNICAL SKILLS

Technical: Illustrator, InDesign, Premiere, Figma, Loop, Maze, Trello, Shopify, WordPress, Wix

UX/UI: UI Grids and Composition, Interactive Design, Iconography, Storyboarding, Agile Methodologies, Universal Design, Color Theory, Heuristic Evaluation, Typography, User Flow Diagrams, User Need Identification, Interviewing, Persona Creation, Insight Synthesis

Front-End Development: HTML, CSS, JavaScript/jQuery, Bootstrap, Responsive Web Design

WORK EXPERIENCE

Cobb ANR Extension Office

Hybrid

Information Technology Teacher

December 2025 - Present

- Teaching novices to experts about various IT topics in 1.5-hour sessions. Topics include Google products, Sign Up Genius, WordPress, and Web Development best practices.

R1 RCM

Remote

Product Designer

July 2022 - March 2025

- Spearheaded greenfield initiatives, focusing on healthcare resolution, invoicing management, and charge categorization.
- Collaborated with cross-functional teams to incorporate Machine Learning predictions into manual categorization work; saw \$360,000 in increased revenue from improved predictions.
- Built an updated invoicing tool for the creation of invoices, leading to an \$897,000 reduction in manual touches YOY and sunsetting outdated 3rd party applications.
- Optimized client-facing data visualization reports (Power BI) aimed at highlighting and comparing internal healthcare metrics.
- Conducted and quantified validation research results on the effectiveness of an enhanced appeal creation and submission process.

Freelance

Marietta, GA

UX/UI Designer & Social Media Coordinator

August 2021 - July 2022

- 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 website to improve usability, increasing online store sessions (Aug-Dec 2021) by 15% and online store conversion rates by 363% YOY (Dec 2020 - 2021).
- Websites: <https://sewdreamscometrue.com/>, <https://www.georgiasymphony.org/>, <https://www.cobbmastergardeners.com/>

Master Gardener Volunteers of Cobb County Marietta, GA
Marketing & Public Relations Coordinator August 2018 - May 2019; August 2021 - 2022

- Developed and managed two campaigns simultaneously, which improved the branding of the nonprofit and fundraising income by 153.8% compared to previous years.
- Implemented market validation research using in-person surveys, thereby measuring public awareness of the brand, leads, conversion rate, and customer close rate.

Georgia Symphony Orchestra Marietta, GA
Webmaster of Silent Auction January 2020 - July 2020

- Designed experiential, interaction, and interface layouts of nonprofit's silent auction site.
- Received high remarks from users when testing site functionality. Raised over \$5,000.
- Established a trusting relationship with board members and the organization's staff.
- Increased net income of bidding by over 50% compared to previous years.

The Atlanta Opera Atlanta, GA
Production Coordinator July 2019 - January 2020

- Restored fiscal transparency in the Opera's production department.
- Coordinated vendor and talent contracts, travel expenses, and catering for shows.

EDUCATION

Masters in Public Administration, Nonprofits Kennesaw State University, Kennesaw, GA	May 2019
Bachelors in Business Communication, Marketing & Corporate Relations University of Mississippi, Oxford, MS	June 2015
Bachelors in Journalism, Broadcasting University of Mississippi, Oxford, MS	June 2015