

Sydney Humble / *Designer*

Work

Freelance Designer

June 2022 – present

Design a variety of materials for clients including branding design, art direction, social assets, logos, packaging designs, print and digital assets

Fleur Marche, Goldfaden MD, Mostly Sunny, Paradise Hospitality, Pattern Brands, and more

Brand Designer

Pattern Brands September 2021 – July 2022

Owned and designed email, social, packaging, physical product, wholesale, and brand design across all of our brands

Developed and updated brand identities

Supported the creative process, from brainstorming to initial concepting to final production for various campaigns

Brand Designer

Heyday Skincare July 2019 – August 2021

Designed the physical shop experience across the entire fleet, from collateral and retail signage to environmental murals and vinyl

Owned and designed social creative for Instagram and TikTok, inclusive of static imagery, infographics, gifs, and video

Art directed and produced photoshoots and videoshoots, as well as the final, edited assets

Student Designer

University of Oregon – Strategic Communications & Marketing
May 2017 – August 2018

Designed print and digital media including brochures, posters, social posts, and environmental signage

Adhered to the University of Oregon brand style and worked within specific stylistic guidelines

Info

sydneyjhumble@gmail.com
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Education

University of Oregon

Bachelor of Arts, 2018

Advertising Design / Major
Business / Minor

Marketing in Siena

August – September 2016

Created a marketing campaign for an international wine brand, Tenuta Valdipiatta

Skills

Brand Identity
Art Direction
Creative Strategy
Digital Design
Environmental Design
Package Design
Print Design
Social Media
Email Marketing
Custom Typography
Adobe Creative Suite
Figma

References available upon request