

Sydney Watanabe

Freelance Graphic & UX UI Designer

Website sydneyharumi.com

LinkedIn <https://www.linkedin.com/in/sydney-watanabe/>

Creative and skilled designer with 5 years of graphic design experience, and a recently earned certificate in UX/UI design. A knack for building great customer experiences, and passionate about continuing to strengthen the relationship between technology and humanity through problem solving, and providing memorable, delightful user experiences and interface designs.

GRAPHIC DESIGN EXPERIENCE

Rumi & Momo LLC St. Paul, MN — *Founder and Owner*

February 2023 - Present

Launched and operate an e-commerce company that specializes in selling niche products to customers.

- Manage all aspects of the business, including designing, product sourcing, customer service, and marketing (e.g. Tik Tok and Instagram)
- Sell T-shirts, art prints, stickers, tote bags, etc. that feature personal artwork and designs.

DoughGold Cookies Eagan, MN — *Web Designer*

January 2023

Designed the website for DoughGold, a cookie company based out of Eagan, Minnesota.

- Improved online presence for the company.
- Held meetings with the owners to present and explain design choices, and brainstorm new ideas.
- Created customized designs for the website using Photoshop and Illustrator.
- Drove client exposure, aligning design work with brand image and values.

CONTACT

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SKILLS

Graphic Design

Branding

Print Design

Typography

User Experience (UX)

User Interface (UI)

Interaction Design

Wireframing

Prototyping

User Research

User Interviews

Data Collection & Analysis

Storyboarding

Design Strategy

Information Architecture (IA)

Journey Mapping

TOOLS

Adobe Creative Suite
(Illustrator, Photoshop,
InDesign)

Figma

Procreate

Adobe XD

Github

Visual Studio Code

Bootstrap

Miro

Google Suite

Microsoft Office

Logo Designer for Clinical Trial Minneapolis, MN — *Graphic Designer*

August 2022

Designed a logo for a clinical trial to be used on participant brochures, totes, and letterheads.

- Worked with head researcher to understand the overall goals and nature of the study.
- Brainstormed and developed logo design concepts that reflect the target audience.
- Refine the chosen design and produce final mock-ups in related formats (e.g. brochure, tote, letterhead).
- Delivered final design to head researcher within the agreed upon timeframe.

Ag Pathways, Goodhue, MN — *Web Designer*

April - May 2022

Responsible for redesigning current website in order to improve online presence and increase traffic.

- Increased the number of unique visitors in the first 2 months by 66%
- Held meetings with employees and stakeholders to present and explain design choices, and brainstorm new ideas.
- Drove client exposure, aligning design work with brand image and values.
- Created visual graphics and aesthetics.

Pacific Islanders Organization, Azusa, CA — *Graphic Designer*

March 2021

Responsible for designing merchandise for the Pacific Islander's Organization (PIO) at Azusa Pacific University.

- Created new designs to promote PIO's lū'au.
- Collaborated with the organization's president in order to develop designs that aligned with the production.
- Proactively researched and stayed up-to-date with current trends and styles to ensure the quality and relevance of designs.

UX UI DESIGN EXPERIENCE

Animal Humane Society | Perfect Match Quiz

Minneapolis, MN — *UX UI Designer UX Researcher*

June - July 2022

Redesigned the website in order to increase adoption rates and improve the overall user experience.

- Conducted user research to learn about people's experiences when they adopted animals from the Animal Humane Society.
- Reached out to stakeholders to determine the website's pain points and main goals.
- Conducted competitor analysis
- Designed a 'Perfect Match Quiz' in order to increase adoption based on people's needs in a pet.
- Rebranded current look and feel of the website for a cleaner, more inviting user experience.

Healthory Mobile Application, Minneapolis, MN — UX UI Designer & Researcher

March - April 2022

Created a health and wellness application for busy individuals.

- Created a health and wellness application for busy individuals.
- Conducted user research to determine target users' health goals.
- Created wireframes and user flow charts to create a successful layout for user experience.
- Created prototypes and conducted user testing.
- Formulated color palettes, typography, and visual graphics to convey appropriate branding for the app.
- Held regular group meetings to brainstorm, ideate, and collaborate on the app.

FREELANCE ARTIST - COMMISSIONS

May 2017 - Present

Create a variety of commissioned pieces for clients focusing mainly on acrylic paintings.

- Worked closely with clients to determine the subject matter, size, and style of the painting.
- Utilized a mix of traditional and experimental techniques to create the desired effect.
- Completed the painting on time and within the agreed-upon budget.

View my artwork here: <https://www.sydneyharumi.com/artwork>

EDUCATION

University of Minnesota, Minneapolis, MN — *Certificate in UX/UI Design*

Azusa Pacific University, Azusa, CA — *Bachelor of Arts, Graphic Design*