



**SYDNEY BUXTON**  
GRAPHIC DESIGNER  
sydney@syddesigns.co  
syddesigns.co | 732.582.9447

*Visual Storyteller, Connecting Brands  
with Humans through Intuitive Design.*

## EDUCATION

KEAN UNIVERSITY, ROBERT  
BUSCH SCHOOL OF DESIGN  
| Union, NJ  
*Bachelor of Fine Arts (BFA):  
Graphic Design*

## SKILLS

### Tools

Adobe Creative Suite CC Photoshop  
InDesign  
Illustrator  
After Effects  
Keynote  
PowerPoint  
InVision

### Design

Branding  
Visual Identity  
Design Strategy  
Advertising  
UX/UI  
Website Design  
Print & Digital Design  
Typography & Layout  
Concept Design & Development  
Social Media Branding/Marketing  
Email Marketing  
Presentation/Pitch Decks  
Environmental Design

## EXPERIENCE

Nov 2019 | CHILDSMILES GROUP | Newark, NJ  
Dec 2020 | *Graphic Designer*

I managed four brands within the company, Childsmiles, Pearly Whites, La Perla, and the Children's Ambulatory Surgery Center of NJ. I created new brand guidelines to refine their look, print advertisements, signage, social media content, and Google Ads.

Sep 2019 | MALKA MEDIA | Jersey City, NJ  
Oct 2019 | *Freelance Digital Production Designer*

I designed digital assets such as social media posts and branding, banner ads for an online platform by the name of Eko.

Nov 2018 | NEW WORLD GROUP | Secaucus, NJ  
July 2019 | *Graphic Designer*

Provided full-service creative solutions for luxury real estate developers. I conceptualized and designed branding and advertising materials including; logo development, brand identity, website design, print & digital content for each brand.

Sep 2018 | EFK GROUP | Trenton, NJ  
Nov 2018 | *Freelance Digital Graphic Designer*

Designed and conceptualized a redesign for the Rutgers Mason Gross website. I learned the basics of UX/UI and created a prototype website via InVision. I also worked on various B2B digital assets such as social media posts, emails and banner ads.

Mar 2017 | ELITE MEDIA | New York, NY  
Feb 2018 | *Graphic Designer*

Partnering with clients on integrated media advertisements. Crafting high-quality pitch decks to showcase company highlights and projects to potential clients.  
*Clients: Green Bay Packers, Atlanta Falcons, Colts, American Family Insurance, and New York City Department of Education*

Sep 2016 | A. C. MOORE | Berlin, NJ  
Dec 2016 | *Graphic Designer*

Crafted compelling designs for daily email campaigns and promotions.

Mar 2016 | NUTRISYSTEM | Fort Washington, PA  
Aug 2016 | *Graphic Designer*

Worked directly with Marketing Coordinator to conceptualize and design visual content marketing. Including; social media branding/advertising, landing pages and logo lockups for sweepstakes and product promotions.  
*Sweepstakes Partnerships: CMA Music Festival and Classmates Social Network*

Jun 2015 | M&M ASSOCIATES | Yardley, PA  
Oct 2015 | *Graphic Designer*

Created print & digital promotional designs for retail clients.  
*Clients: American Eagle, Tj Maxx, and CareCredit*