

## Sydney Lawson

Toronto, ON  
647-637-9729

sydneylawson@hotmail.com

sydney-lawson.weebly.com

### EDUCATION

---

#### Digital Communications Diploma

September 2014 - Present

Humber Institute of Technology and Advanced Learning, Toronto, ON.

#### B.A. Media Studies

September 2014 - Present

University of Guelph-Humber, Toronto, ON.

### EMPLOYMENT EXPERIENCE

---

#### Student Life Graphic Designer and Social Media Manager

August 2017 - Present

Student Success and Engagement, Humber College, Toronto, ON

- Creating infographics, newsletters, posters, postcards, web graphics, etc, for internal and external use.
- Managing and updating social media platforms for Humber College Orientation.
- Ensuring Humber College brand is consistent across all graphic and web platforms.

#### Freelance Digital Media Designer

October 2016 - Present

Toronto, ON

- Collaborating with clients and small business owners to create graphics for print and web, branding guidelines, videos, photos, posters, ads, and other digital marketing material.
- Maintaining social media simultaneously for several clients, while staying on top of digital trends and branding initiatives.

#### Senior Orientation Leader

September 2017

Humber College, Toronto, ON

- Providing guidance and direction to a team of volunteers during Academic Orientation.
- Understanding the layout of Academic Orientation and providing feedback to volunteers.
- Assisting and supporting students during Orientation.

#### Graphic Designer

January 2017 – May 2017

Sustainability Department, Humber College, Toronto, ON

- Providing expertise and participating in planning and production of graphic materials.
- Collaborating with Department Manager and external clients to create and produce graphics.
- Preparing presentations, invitations, newsletters, posters, etc, for Sustainability at Humber.

#### Graphic Design and Social Media Intern

May 2016-September 2016

Santa's Village Bracebridge, Muskoka, ON

- Providing advice and support to Marketing Department regarding new initiatives.
- Conducting regular analysis of social media and graphic materials.
- Photographing and producing large graphics for print, promotion and web use.

#### Senior Peer Mentor

August 2015 – May 2017

Humber College, Toronto, ON

- Leading a group of students through a mentoring program.
- Communicating with on and off-campus resources for events.
- Organizing and running several events for students.

#### Graphic Design Assistant and Social Media Manager

December 2014 – Present

Caribbean Cruisin, Turks and Caicos, BVI

- Maintaining and updating photo bank that reflects the company's values.
- Designing graphics and editing videos and photos for web content.
- Organizing, creating and maintaining images, graphics and designs for web and print.

#### Freelance Photographer/Videographer

2012 - Present

Muskoka, ON

- Creative photography, editing and videography for weddings, portraits and websites.

## **VOLUNTEER EXPERIENCE**

---

### **Web Design and Coding Intern**

**May 2017 - July 2017**

University of Bremen, Germany

- Creating graphics for use on University websites
- Updating and reconstructing landing site for Open Source software
- Researching best practices for academic websites (research paper publish date: TBA)

### **Leadership Retreat Committee Member**

**October 2016 - January 2017**

Humber College, Toronto, ON

- Providing expertise and participating in planning of the weekend-long Leadership Retreat.
- Collaborating with members to plan workshops and sessions for student leaders.
- Preparing presentations and facilitating workshops during the weekend.

### **Orientation and Move-In Day Volunteer**

**September 2015**

Humber College, Toronto, ON

- Helping to run the Fall Orientation Week with a team of volunteers.
- Organizing and helping first year students.

### **Events Executive, Humber Residence Council**

**August 2015 – Present**

Humber College, Toronto, ON

- Planning and running events with a team of executives
- Updating and maintaining social media platforms

## **AWARDS & ACHIEVEMENTS**

---

### **Logo Contest: Humber College Human Resources Management System**

**October 2017**

Humber Institute of Technology and Advanced Learning, Toronto, ON

- A logo I designed was chosen to represent the new Human Resources Management System at Humber College

### **Bringing in the Bystander Certificate**

**May 2016**

Humber Institute of Technology and Advanced Learning, Toronto, ON

- Training in how to incorporate active bystanders into potentially dangerous or threatening situations.

### **Mental Health First Aid Training**

**November 2016**

Humber Institute of Technology and Advanced Learning, Toronto, ON

- Studying several different forms of mental health disorders and discovering their symptoms.
- Discussing how to be available to support individuals who live with mental health disorders.

### **safeTALK Training**

**February 2016**

Humber Institute of Technology and Advanced Learning, Toronto, ON

- Training on how to be available for potentially suicidal individuals and learning how to direct suicidal individuals to the correct resource.

### **Emotional Intelligence Certificate**

**September - December 2015**

Humber Institute of Technology and Advanced Learning, Toronto, ON

- Semester long program that explored personal emotions, how to identify them and how to manage them.

### **Student Leadership Certificate**

**April 2015**

Humber Institute of Technology and Advanced Learning, Toronto, ON

- Completion of all three leadership paths, including a weekend retreat to Torrence, ON.

### **Visual Arts Award**

**June 2014**

Trafalgar Castle School, Whitby, ON

- Best performance in artistic design, creativity and overall coursework of graduating class of 2014.

### **Writer's Craft Award**

**June 2014**

Trafalgar Castle School, Whitby, ON

- Overall best creative writing in graduating class of 2014.

## **SKILLS & QUALIFICATIONS**

---

- Creative Photography
- WordPress and HTML Coding
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Proficient colour and typography skills
- Ability to give and receive constructive feedback
- Positive and Focused Attitude
- Detail oriented
- Creative and Trustworthy
- Exceptional oral and written communication
- Excellent presentation skills

## **RELEVANT EXPERIENCE**

---

### **Web Design for Communications I, II and III**

University of Guelph-Humber, Toronto, ON

- Creating, designing and coding several websites for different clients.
- Developing skills in Javascript, CSS, HTML Coding, Bootstrap, Responsive Design, etc.

### **Applied Research Project**

University of Guelph-Humber, Toronto, ON

- 4th year capstone independent research project
- Completing a paper that specifically looked at: Modus Operandi of Serial Killers in Contacting Potential Victims over Social Networking Platforms

### **Marketing Communications**

University of Guelph-Humber, Toronto, ON

- How to stay up to date with current digital trends
- Focus on digital media and advertising

### **Client Relations and Project Management**

University of Guelph-Humber, Toronto, ON

- How to collaborate with clients effectively
- Focus on large project and team management

### **Videography I and II**

University of Guelph-Humber, Toronto, ON

- How to use specific videography software and equipment
- Focus on documentary style filming techniques

### **Digital Design**

University of Guelph-Humber, Toronto, ON

- Focus on visual concepts and specific techniques to create visually appealing graphics

### **International Field Study**

Greece, EU

- Studying digital communication and culture abroad
- Collaboration with international team members

### **Communication, Technology & Culture**

University of Guelph-Humber, Toronto, ON

- Studying current trends in global culture and communications
- Focus on staying up to date with marketing techniques

### **Visual Communication & Design**

University of Guelph-Humber, Toronto, ON

- Looking at specific design techniques and software
- Focus on minimalism and effective graphics

**REFERENCES AVAILABLE ON REQUEST**