

Sidney Stablein

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OBJECTIVE: Driven by a passion for creating engaging and user-centered designs. I am excited to pursue a UX/UI position where I can contribute my creativity and technical skills to enhance user experiences.

CREDENTIAL SUMMARY

- Implemented UI design for an AI annotation application as one in a two-person team
- Individually created Service Express' first set of interactive HTML 5 ads for a campaign
- Created animated video graphics for all offices at Service Express and designed the visual system for international customer event
- Created new position on Aquinas Colleges Newspaper and led the art column & all social media creation
- Aquinas College Dean's List Honor's award and MSU GPA of 3.9

EDUCATION

Michigan State University

Dec 2024

- Master of Science in User Experience

Aquinas College

May 2023

- Bachelor of Science in Business Administration, Minor in Art

WORK EXPERIENCE

Freelance Graphic Design

May 2024 - Present

Remote

- Provided comprehensive graphic design services, including logo creation, branding, and web design to enhance client identity.
- Managed social media scheduling and content strategy, increasing engagement across platforms.
- Combined writing and design skills to deliver compelling marketing materials and brand narratives.
- Offered brand consulting services, guiding clients in developing effective visual strategies

Graphic Design Intern, Service Express

May 2023 - May 2024

Grand Rapids, MI

- Contributed to the global marketing team by independently creating and managing multi-channel marketing campaigns.
- Developed engaging HTML5 ads and dynamic social media graphics to enhance brand visibility and engagement.
- Designed comprehensive PDF case studies and executed marketing redesigns, improving client presentation and outreach.
- Created animated graphic designs to elevate campaign storytelling and audience engagement.
- Collaborated with cross-functional teams to provide creative direction for photoshoots and develop effective advertisement strategies.

Social Media Coordinator & Designer, The Saint Newspaper

August 2022 - August 2023

Grand Rapids, MI

- Spearheaded social media content creation, focusing on visually compelling page layouts and graphics.
- Curated an arts column, collaborating with editors to ensure the production of high-quality visuals that complemented written content.
- Enhanced editorial graphics and optimized photographs to improve overall aesthetic appeal and reader engagement.

SKILLS

- Adobe Creative Suite - 7 Years of Experience
- Figma, Miro, User Testing, User Research, Prototyping, Mockups, UI Design & Information Architecture
- HTML, CSS, and JavaScript