

# SYDNEY (SYD) AGYEONG

sydagyeong@gmail.com • 661-904-7819 • Santa Clarita, CA • [linkedin.com/in/syd-agyeong](https://www.linkedin.com/in/syd-agyeong) • [sydagyeong.myportfolio.com](https://sydagyeong.myportfolio.com)

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A Ghanaian-American graphic designer from Santa Clarita, CA. With a deep love for music and visual languages, combining cultural heritage and passion for creativity to craft unique and impactful designs. Design process is rooted in playful ingenuity and innovation, weaving together authentic storytelling with witty charm to create visually stimulating work. Also deeply influenced by hip-hop and streetwear culture, bringing a distinct, vibrant energy to every project.

## ***LANGUAGES AND TECHNOLOGIES***

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**Proficient:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Microsoft Office, Google Workplace, Slack

**Exposure:** Adobe Premiere, Adobe After Effects, Webflow

## ***PROFESSIONAL EXPERIENCE***

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Intersect | GMD - *Valencia, CA* | *Remote*

### **Design Intern**

09/24 - Present

- Collaborate with fellow interns to update and enhance the current Intersect | GMD website with portfolio items, improving the functionality and appeal of the site.
- Develop concept sketches and refine them into vector-based digital assets, maintaining alignment with project goals and brand identity.
- Engage in client meetings to gather information, present ideas, and receive feedback to align client's goals and vision.
- Conduct research and exploration of concept ideas to provide innovative solutions to each project.
- Provide and receive feedback with fellow interns to continuously further develop and improve ideas.

Snap Academies - *Santa Monica, CA*

### **Design Academy Scholar**

06/24 - 08/24

- Engaged in collaborative projects with fellow scholars, utilizing teamwork and communication skills to deliver cohesive design solutions.
- Conducted research and applied design principles to real-world projects, successfully creating user-centered designs.
- Collaborated cross-functionally to brainstorm, develop, and pitch a new Snapchat feature focused on mental health. Successfully presented the project to 8 executives and an audience of over 250 people during the final showcase.
- Nominated by the Snap Design Academy teaching team and delivered a speech at the final showcase, representing the cohort and highlighting experiences and growth during the program.
- Selected amongst 6% of highly competitive applicants across the United States to collaborate with industry professionals.

Nike - *Stevenson Ranch, CA*

### **Women & Kids' Apparel Athlete**

04/20 - 05/24

- Implemented and executed visual merchandising strategies for the Womens' and Kids' Apparel zones, receiving the distinction of Visual Win of the Week 4 times.
- Provided detailed information and personalized recommendations to consumers through maintaining comprehensive product knowledge, reflected by an increase of consumer survey metrics.
- Trained new hires on store policies and product knowledge resulting in improved team performance and a more streamlined onboarding process.
- Utilized digital metrics to analyze sales trends, consumer preferences, and identify high-performing products, resulting in an increase of sales focused around Women's Apparel.

## ***EDUCATION***

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College of the Canyons, Valencia, CA

**AA, Graphic & Multimedia Design**

12/24

**AS, Physics**

06/20

**AS, Mathematics**