

SYDNEY MARESCA

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[LinkedIn](#) | [Portfolio](#)

SENIOR VISUAL DESIGNER

Design leader with 7+ years of experience creating scalable systems and intuitive, high-performing creative across brand, marketing, and product. Skilled in transforming complex ideas into clear, compelling visuals that drive clarity, engagement, and conversion.

TECHNOLOGIES

Figma, Adobe CS, Canva, Keynote, Google Suite, Miro, Asana, Microsoft Office, WordPress

INDUSTRIES

B2B SaaS, HR Tech, Cybersecurity & AI, Cloud & Enterprise Software, Media, Events & Hospitality

WORK HISTORY

The Predictive Index | Remote

Senior Visual Designer

Apr 2023 – Present

Progressed from tactical execution to creative and strategic leadership, continuing to drive visual design across marketing, product, and sales. Focused on delivering clarity, cohesion, and performance across every stage of the customer journey.

- Drove design strategy across web, campaigns, and social to unify brand expression and improve conversion across key touchpoints
- Redesigned high-impact product and solution pages, improving UX hierarchy and content flow, increasing clarity by 25% and demo interest by 80%
- Developed a modular social content system to scale production and drive performance. Organic campaigns reached up to 60% engagement, while paid creative generated 70 leads in one week and a 183% lift in conversion
- Built and maintained a cross-functional design system to accelerate execution and align teams across marketing, product, and sales

Graphic Designer

Feb 2021 – Apr 2023

Contributed to key marketing and product initiatives, collaborating across teams to deliver consistent, high-quality creative across digital channels.

- Delivered digital design across landing pages, campaigns, social content, and long-form assets to support product and brand growth
- Maintained asset libraries and design documentation to support smoother handoffs and better alignment across teams

Wasserman (formerly CSM Sport & Entertainment) | New York City

Junior Graphic Designer

Jun 2019 – Aug 2020

Designed and supported the execution of large-scale brand activations and live events, ensuring visual consistency from concept through on-site installation.

- Developed event signage, digital displays, and branded collateral to enhance brand presence and elevate the attendee experience
- Established cohesive visual systems to align environmental graphics, wayfinding, and venue touchpoints across multi-day activations
- Produced sponsor-facing assets tailored to partner guidelines, increasing brand visibility in high-traffic zones
- Coordinated with vendors and production teams to ensure accuracy and quality across print, digital, and physical formats
- Supported spatial planning and managed on-site setup to ensure smooth installation, audience flow, and visual impact throughout event spaces

EDUCATION

Johnson & Wales University | Providence, RI

2015-2019

B.S. Graphic Design & Digital Media

CLIENTS

Quobyte – Cloud Infrastructure

TrojAI – AI & Cybersecurity

Uniphore – Conversational AI

GoodTime – Hiring Automation

Automox – Endpoint Security

Ben & Jerry's – Consumer Goods

Susan G. Komen – Nonprofit

Hulu – Media & Entertainment