

SYDNEY MARESCA

Creative Lead | Senior Brand Designer

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SUMMARY

Creative Lead with 7+ years shaping cohesive identities and multi-channel creative across B2B SaaS, technology, experiential, and consumer-facing brands. Known for distilling complex ideas into clear, intuitive systems that strengthen positioning and improve audience understanding. A trusted cross-functional partner recognized for improving creative execution speed by ~40% through modular templates, self-serve tools, and AI-enabled workflows, while delivering high-quality work in fast-paced environments.

TECHNOLOGIES

Figma, Adobe Creative Suite, Keynote, Miro, Google Suite, Canva, Asana, AI tools (ChatGPT, Gemini, Perplexity)

INDUSTRIES

Technology, Design, Digital Services Entertainment & Media, Events & Hospitality, Cybersecurity & AI, Cloud & Enterprise Software, B2B SaaS

PROFESSIONAL EXPERIENCE

Senior Visual Designer | The Predictive Index

Apr 2023 - Oct 2025 | Remote

- Led PI's visual identity evolution across web, campaigns, and product experiences, creating a unified design language that improved recognition and reduced inconsistencies across 200+ customer touchpoints.
- Directed concept development and creative execution for major launches, improving engagement across channels and strengthening how the brand showed up during key moments.
- Redesigned key webpages and product visuals, improving comprehension and usability, which contributed to an 80% increase in demo requests and strengthened the product evaluation experience.
- Developed modular ad and campaign templates used across paid media and marketing, improving speed-to-launch by 35% and contributing to 34K in closed-won revenue tied to higher-performing campaigns.
- Elevated the creative direction of PI's content engine, enabling marketing to support 183K new prospects with clearer content pathways and more consistent visual communication.
- Introduced AI-assisted concepting workflows that reduced early-stage ideation time by 60%, enabling more intentional exploration and stronger final creative decisions.
- Partnered with product, demand gen, and leadership to reduce revision cycles by 20-30% through clearer briefs, earlier alignment, and more strategic first-round creative.

Graphic Designer

Feb 2021 - Apr 2023

- Built PI's first centralized asset library with standardized organization, improving discoverability and reducing ad-hoc design requests by 35%.
- Produced presentation templates that increased deck production efficiency by 50% across sales and enablement teams.
- Delivered on-brand graphics for GTM and product teams, including onboarding materials, feature launch assets, and internal communications.
- Supported cross-functional initiatives by producing polished visual deliverables aligned with evolving business needs.

Junior Graphic Designer | CSM Sport & Entertainment

Feb 2019 - Aug 2020 | New York City

- Spearheaded the design of branded environments, integrated wayfinding, event signage, and digital displays for large-scale activations reaching 20K-50K+ attendees.
- Ideated event concepts and developed pitch decks that helped win new business and secure large-scale brand activations.
- Oversaw vendors and production crews to ensure accurate installation and high-quality execution across formats.
- Clients include: Hulu, Netflix, Ben & Jerry's, Square, CVS, Susan G. Komen, Uber, Coca-Cola, and Lenovo.

EDUCATION & CERTIFICATIONS

Strategic Business Acumen for Designers

Designlab Certification | 2025

B.S. Graphic Design & Digital Media

Johnson & Wales University | 2015-2019

SKILLS

Creative direction, Graphic Design & Branding, Experiential Design, Brand Strategy & Positioning, Logo & Visual Identity, UX/UI Design, Integrated Campaigns, Digital Marketing, Content Creation