

SYDNEY MARESCA

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

SENIOR VISUAL DESIGNER

Design leader with 7+ years shaping brand, marketing, and digital design for SaaS, tech, and consumer brands. Combines creative vision with scalable solutions and AI-driven workflows to deliver clarity, consistency, and measurable business impact.

TECHNOLOGIES

Figma, Adobe CS, Canva, Keynote, Google Suite, Miro, Asana, AI (ChatGPT, Gemini, Figma AI)

INDUSTRIES

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

WORK HISTORY

The Predictive Index | Remote

Senior Visual Designer

Apr 2023 – Oct 2025

Promoted to lead designer for consistently delivering high-impact creative that elevated the brand, improved user experience, and supported business growth through strategic design solutions.

- Shaped creative direction across the marketing site, campaigns, and brand experiences to unify visual language and elevate the customer journey.
- Led the redesign of high-traffic web pages and developed simplified product visuals to clarify complex features – driving a 25% boost in clarity scores and an 80% increase in demo requests.
- Built a centralized asset hub with branded templates, imagery, and design components used by sales and cross-functional teams to enable faster production and maintain brand integrity.
- Drove concept and execution of Meta campaigns, generating \$34K in closed-won revenue from a single organic ad and establishing creative standards for future paid and organic efforts.
- Integrated AI tools into design workflows to accelerate concepting, reduce production cycles, and scale creative output across launches and campaigns.

Graphic Designer

Feb 2021 – Apr 2023

Gained foundational experience by executing cross-channel marketing designs, inserting myself into new projects to grow creatively and take on increasingly complex work.

- Fulfilled ad hoc design requests across teams, updating or creating assets to support campaign production and evolving brand needs.
- Created internal templates, onboarding materials, and presentation decks to support team enablement and sales communication.
- Designed campaign visuals across ebooks, quizzes, and video assets to elevate storytelling, align messaging, and support cross-functional marketing goals.

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

Junior Graphic Designer

Jun 2019 – Aug 2020

Contributed to large-scale brand activations and live events, ensuring visual cohesion from concept to final execution.

- Designed event signage, digital displays, and branded collateral that amplified brand presence and improved attendee experience.
 - Built integrated visual systems for wayfinding, environmental graphics, and venue touchpoints across multi-day activations
 - Created sponsor-facing assets tailored to partner guidelines, elevating visibility in high-traffic spaces.
 - Coordinated with vendors and production teams to ensure quality and accuracy across formats.
 - Supported spatial planning and installation, enhancing event flow and maximizing visual impact.
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EDUCATION

Johnson & Wales University | Providence, RI

2015-2019

B.S. Graphic Design & Digital Media

CLIENTS INCLUDE

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