

smaresca designs

Senior Brand Designer

sydneymaresca3@gmail.com

Long Island, NY

631-316-2322

[linkedin.com/in/sydney-maresca](https://www.linkedin.com/in/sydney-maresca)

smarescadesigns.com

SUMMARY

Senior Brand Designer with 7+ years building bold, cohesive brand identities across industries that strengthen positioning and drive measurable impact. I lead brand initiatives and partner with leadership and cross-functional teams to shape, defend, and execute brand strategy, bringing vision to life across visual identity, integrated campaigns, and scalable design systems. I align creative with business goals, consistently delivering work that improves recognition, adoption, and performance through brand systems, templates, and AI-enabled workflows.

TECHNOLOGIES

Figma, Adobe Creative Suite, Canva, Miro, Asana, Keynote, Google Suite, Microsoft Office, ChatGPT, Adobe Firefly

INDUSTRIES

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

SKILLS

Brand Design, Brand Strategy & Positioning, Creative Direction, Logo & Visual Identity, Integrated Campaigns, Graphic Design, Experiential Design, Digital Marketing, UI Design & Figma Prototyping, Art Direction

EDUCATION & CERTIFICATIONS

Strategic Business Acumen for Designers

Designlab Certification | 2025

B.S. Graphic Design & Digital Media

Johnson & Wales University | 2015-2019

PROFESSIONAL EXPERIENCE

The Predictive Index | Remote

Senior Brand Designer | Apr 2023 – Oct 2025

- Owned brand direction across campaigns, product, and content, partnering with leadership to define design standards and defend strategic brand decisions.
- Built and evolved brand guidelines, logo systems, and visual identity, establishing a unified design language across 200+ touchpoints.
- Concepted and directed integrated brand campaigns that translated positioning into compelling narratives, reaching 183K+ new audiences across paid and owned channels.
- Redesigned key digital brand experiences using performance insights and testing, driving an 80% increase in conversions and stronger brand-to-product alignment.
- Developed high-performing ad creative that became the foundation for future campaigns, generating \$34K in closed-won revenue and improving speed-to-launch by 35%.
- Introduced AI-assisted concepting workflows that reduced ideation time by 60% and shortened revision cycles by 20–30%.
- Built a centralized brand asset library and scalable template system adopted across teams, reducing duplicated work and cutting ad-hoc requests by 35%.
- Operationalized brand standards across GTM, product, and leadership teams, guiding application and improving adoption and consistency.

Graphic Designer | Feb 2021 – Apr 2023

- Laid the foundation for a scalable brand system by organizing assets, defining file structure, and building reusable resources that reduced ad-hoc requests across teams.
- Designed and implemented a standardized presentation system adopted company-wide, replacing inconsistent one-offs and increasing production efficiency by 50%.
- Delivered high-volume creative across marketing, product, and internal teams as the organization's sole designer, maintaining consistency as the company scaled.

CSM Sport & Entertainment | New York, NY

Junior Graphic Designer | Feb 2019 – Aug 2020

- Designed branded environments, experiential signage, and digital displays for large-scale activations reaching 20K–50K+ attendees across national events.
- Concepted and produced pitch decks that communicated brand strategy and contributed to winning new business and securing major brand partnerships.
- Managed vendors and production from concept through installation, ensuring consistency and quality across complex physical and digital experiences.
- Delivered work for major brands including Hulu, Netflix, Coca-Cola, Uber, Ben & Jerry's, Square, CVS, Susan G. Komen, and Lenovo.