

Sierra Singh

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DESIGNER

- Highly creative with strong visual design, copywriting, and problem-solving skills
- Solid understanding of HTML and CSS informs web design and development
- Eye for detail, ability to meet tight deadlines, and communication skills honed in previous career as a book editor

EXPERIENCE

Freelance Designer | July 2023–Present

- Complex design projects spanning months
- Collaborated with co-designer
- Developed websites and wrote custom HTML/CSS as needed
- Wrote conversion-focused website copy
- Retouched headshots in Photoshop
- Packaged digital and printable deliverables
 - **Beth Somers**
 - Brand identity & brand guide sheet
 - Designed website and developed in Framer
 - Designed branded digital rate card
 - **77 Flavors**
 - Brand identity & full brand guide
 - Designed website and developed in Webflow
 - Designed printable business cards
 - **Anabel for Congress**
 - Rapidly designed brand identity and full brand guide
 - Redesigned RUN! website and implemented changes
 - Crafted assets in Illustrator
 - Designed printable letterhead

- **Golden Sunrise Mind & Body**

- Crafted the brand strategy, brand identity, and responsive logo suite
- Squarespace website, full brand guide, and business card

EDUCATION

Complete CSS by Piccalilli, August 2025

- CUBE CSS, fluid typography, flexible responsive layouts, HTML/CSS prototypes, progressive enhancement

Landing Page Academy Certificate, June 2025

- Copywriting (headlines, outlines, content, CTA), visual style, layouts, animation

Learn UX Design Certificate, November 2022

- Interaction design principles and patterns, wireframing, accessibility, user research, usability testing

Learn UI Design Certificate, May 2022

- Brand, color, typography, imagery, prototyping, component libraries, vector illustration, logo design, responsive design

Bennington College

Bachelor of Arts | *Literature*

SKILLS

Software: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Webflow, Squarespace, Rotato, Notion

Soft skills: creative problem-solving, attention to detail, empathy, communication

Interests: inclusive design, history, sewing & slow fashion, dark chocolate, cats