**BIOGRAPHY / CONTACT INFO**

Sydni Rose is the Digital Project Manager for [Tempo](#), where she merges her strength in organization with a passion for storytelling. With a background in professional journalism and marketing, Sydni brings curiosity and visual narrative to every project – whether it's branding, UX/UI design or digital strategy. She recently completed her Master of Graphic and Web Design degree from MCAD and continues to explore thoughtful, functional and accessible design in her current position at Tempo.

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**STATEMENT**

This portfolio brings together just a few of the many projects I've created during my time in the Master of Graphic and Web Design program. Completed in two years and fueled by curiosity, user-focused thinking, and a knack for storytelling (and caffeine), each project reflects what I've learned during the program, from technical skills to the importance of staying curious.

You'll find everything from my Capstone project, where I explore digital note-taking across different reading forms, to a project where branding meets virtual reality to reimagine architectural tours. I also tackled UX challenges, developed brands, created marketing campaigns, and bespoke prototypes across different projects. Whether it's connected to brand systems or designing responsive interfaces, I aim to create a product that's not just visually appealing, but intuitive, purposeful, and rooted in real-world context.

Browse through to see how I ideate brands, products and solutions to bring new digital experiences to life. I hope this portfolio offers a small window into both who I am as a designer today *and* the designer I strive to be; one who remains committed to a career of lifelong learning, adapting and curiosity.