

Sydney Hartman



About

I'm a multidisciplinary visual and interactive designer with an art-direction mindset, creating thoughtful, cohesive work across digital, motion, and experiential platforms. I bring a strong visual point of view to campaigns and creative initiatives, balancing concept, strategy, and execution. My work sits at the intersection of design and storytelling, with a focus on clarity, cohesion, and visual impact.

Skills & Tools

Visual Design

- Brand identity systems, visual direction, typography, color strategy, composition, campaign development, social-first assets, animation, and image editing across digital and print platforms.

Interactive Design

- Interactive campaigns, rich media advertising, wireframing, prototyping, user flow visualization, responsive experiences, and front-end collaboration using Figma, HTML, JavaScript, Ceros, and Celtra.

Additional Skills

- Animation, video editing, presentation design, creative concepting, and cross-functional collaboration.

Programs

- Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign), Figma, Ceros, Celtra, Adobe Firefly, ChatGPT, Claude, Microsoft Copilot.

Experience

Creative Consultant

Ray Art Collective | 2026 - Present

Interactive & Visual Designer

Future PLC | 2023 - 2026

Design Externship

Audo | 2023

Education

Path Unbound School Of Design

Design Certificate
2022 - 2023

Hofstra University

BA in Sociology, Minor in Studio Art
2010 - 2014

Contact

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