Sydney Barnett

Graphic Design Student at the University of Florida

Contact

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Summary

I am a current third year student at the University of Florida, studying graphic design. I am a driven student, and I want to get more involved here on campus through design in any way possible. I hope to increase my opportunities and hone in my creativity and skills for future endeavors

Education

University of Florida
Gainesville, Florida
Expected in 05/2028
Bachelor of Fine Arts: Graphic Design
Minor: Mass Communications
3.80 GPA

Key Skills

Digital Design
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe InDesign
Adobe Lightroom
Microsoft Office
GroupMe
Asana
Slack

Professional Experience

University Athletic Association (UAA) Florida Gators Athletics - Gators Creative Media and Branding Graphic Design Intern
Gainesville, Florida | 08/2025 - present

- Create eye-catching graphics that align with the UF brand to celebrate successes from Florida Gator athletic teams.
- Work live UF sports games and thrive under pressure when creating social media graphics for the Instagram platforms.
- Provide a championship experience with integrity on and off the field for student-athletes and the Gator Nation.
- Find creative solutions and embrace change.

Two-Bits Creative Agency with Florida Victorious - Graphic Designer
Gainesville, Florida | 08/2025 - present

- Create and help jumpstart the Two-Bits Creative agency underneath Florida Victorious and UF Hockey through the means of Graphic Design
- Create graphics, merchandise, and promotional resources to be used by Two-Bits Creative, UF Hockey, and Florida Victorious to publicize the Florida Gators sports teams
- Equipped with industry-ready portfolios and resumes, providing opportunities to work on sponsorship campaigns, and helping launch careers within sports
- Partner with student-athletes to help them build their individual brands and maximize the value of their Name, Image, and Likeness (NIL).

NETWORK Sports Marketing Agency - Social Graphics Summer Intern
Ft. Lauderdale, Florida | 05/2026 - 09/2026

- Create graphics for NETWORK's social media accounts: Instagram, LinkedIn to promote the signed branded athletes as they come in
- Create merchandise or other branding materials for specific branded athletes
- Assist in a company brand identity remake, and learn about logo creation

Leadership and Involvement

Dance Marathon at the University of Florida - Overall Director of the Digital Marketing team; Graphic Design and Software Developers Team
Gainesville, Florida | 05/2025 - present

- Oversee all technical and graphical creations of Dance Marathon at UF
- Oversee all updates and changes to the Dance Marathon at UF App and Website
- Delegate graphics to the digital marketing captains and help them create the vision the Dance Marathon aims to bring.
- Design the summer, fall, spring, and yearlong campaign graphics using Adobe Creative Cloud for the Dance Marathon Instagram, ensuring visual consistency and alignment with event branding.
- Create custom t-shirt designs for captain teams to wear at official events
- Manage behind-the-scenes technical aspects for two major events annually, contributing to seamless execution and success.

Alpha Epsilon Phi Sorority - Merchandise Chair; The Next Chapter Designer
Gainesville, Florida | 02/2025 - 05/2026

- Designed and create merchandise for the entire chapter
- Coordinated with vendors to order merchandise, overseeing the process from concept to final delivery.
- Help launch and create the brand of "AEPhi The Next Chapter" to incorporate and steward alumni