

SYDNEY DEBOER

Marketing Manager & UI/UX Designer

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ABOUT ME

I'm a designer with a UI/UX background, passionate about making visuals clear, engaging, and fun to interact with. I enjoy turning ideas into polished, memorable content!

WORK EXPERIENCE

Rose Technologies Corporation | May 2024 - Present

Marketing Manager

- Redesigned and rebuilt the company website to improve usability, visual consistency, and overall user experience using WordPress.
- Created and managed social media content across platforms, including on-site visits to job locations to capture photo and video content.
- Edited video content and designed branded digital and print graphics using Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, and Canva.
- Produced marketing materials including brochures, flyers, business cards, and newsletters.
- Contributed directly to client acquisition, generating new business through newsletters and printed marketing materials.
- Applied UI/UX design principles, including customer research and competitive analysis, to inform design and content decisions

Gmet Communications | July 2025 - Present

Sales Representative

- Worked directly with customers throughout the sales process, from recommending products to setting up devices and transferring data, building strong rapport and trust.
 - Supported sales by building genuine customer relationships and creating positive in-store experiences that encouraged repeat business.
 - Designed flyers and social media graphics to promote in-store offers and drive local engagement.
 - Opened the store and handled daily operations, including inventory, cash counts, and bank deposits.
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EDUCATION

Purdue University Northwest | Graduated in 2022

Bachelor of Science, Computer Graphics Technology

SKILLS

- Adobe Creative Cloud
- Graphic Design
- Web Design
- UI/UX Design
- Video Editing
- Content Creation