

Sydney Wuhrer

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SUMMARY

Graphic Designer specializing in branding, print, graphics, and UI/UX, supporting revenue-generating products and campaigns at The Washington Post.

TECHNICAL SKILLS

- **Design:** Graphic design, print design, branding
- **UX/Digital:** UX/UI design, wireframing, prototyping, website design, Shopify management
- **Tools:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Framer, Figma, Cinema 4D, Procreate, Canva
- **Platforms:** Shopify, Squarespace, Wix
- **Strategy:** Marketing strategy, data and statistical analysis

PROFESSIONAL EXPERIENCE

Graphic Designer | The Washington Post

July 2024 - Current

- Manage and maintain The Washington Post's Shopify e-commerce site, including product creation, pricing, descriptions, imagery, inventory updates, and ongoing site optimization to support sales and subscriptions.
- Design, develop, and launch special print products sold through the site, including curated magazines, cookbooks, posters, and limited-edition publications, from concept through final production.
- Lead design-to-print workflows, working directly with printers to ensure quality, color accuracy, and production timelines across magazines, newspapers, posters, mailers, and specialty products.
- Collaborate with high-profile external clients such as Uber Eats and Wonder to design and adapt print campaigns, ensuring alignment with brand guidelines and campaign objectives.
- Create branding and print materials for The Washington Post events such as the AI Spotlight series, including visual identity development, promotional assets, and editorial layouts.
- Design print advertisements for The Washington Post newspaper as well as digital ads for web placements, supporting audience growth and product awareness.
- Design and execute marketing email campaigns, collaborating with cross-functional teams to drive engagement, product launches, and subscriptions.
- Partner with external organizations such as What On Earth! Magazine to launch co-branded marketing campaigns for What On Earth! Magazine x KidsPost, including promotional design and subscription management support.
- Collaborate closely with editorial, marketing, and product teams to translate concepts into compelling visual solutions that strengthen brand identity and drive revenue.
- Generated \$800K+ in revenue for WP Print Solutions team within the first year.

Freelance Designer (Brand, Art, and Digital) | Self-Employed

February 2017 - Current

- Produced large-scale murals for 4+ multi-franchise businesses, creating site-specific, brand-aligned artwork for individual locations.
- Designed a wide range of client materials, including logos, business cards, posters, banners, graphics, and digital assets.
- Led branding and website projects from concept through launch, applying UI/UX principles and using Figma to plan layouts, user flows, and visual systems.
- Executed all projects using Adobe Creative Suite and Procreate, managing timelines, client communication, and final delivery.

UX/UI Design Intern | ASM Research, Accenture Federal Services | Fairfax, VA

Summer 2023

- Designed and iterated on UI assets to meet product requirements and brand guidelines.
- Assisted in developing diverse graphics and video content for various platforms within Medchart.
- Designed and animated a new video intro and outro for MedChart Videos.

Marketing Intern | Catalyst Solutions | McLean, VA

Summer 2022

- Assisted in executing marketing campaigns and events for the Assurance Wireless by T-Mobile contract, supporting product launches and promotional initiatives.
- Collaborated with team members on client outreach and on-site marketing efforts, gaining hands-on experience in campaign execution and customer engagement.

EDUCATION

Google UX/UI Professional Certificate

Virginia Tech | Blacksburg, VA

Bachelor of Science (B.S.): Psychology | Digital Marketing Minor

Relevant Courses: Psychological Measurement, Modern Graphic Design, Marketing Management, Psychological Research, Statistics, 4D Design, 2D Art.