

Siyata Winfield

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Skills

Computer Skills:

After Effects, Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, Figma, Design Systems, Brand Strategy, Environmental Graphics, Fusion 360, Sketchup, Meta Spark Studio, Notion, Trello, Monday.com

Graphic Techniques:

Photography, Riso Printing, Laser Cutting, Filament 3D Printing, Vacuum Forming, Screen Printing

Personal/Awards

• **Student to Watch 2023 for Graphic Design USA**, after being nominated by a faculty member

• **Representative of Graphic Design** on Student Advisory Committee (SAC), Represent the voices and experiences from the major

• **Student Leader for Greatness Beyond Measure (GBM)**, Nonprofit promoting excellence amongst teens and young adults

• **Member of Ringling College Design Collective**, Local Chapter with 18 Members, Member from Fall 2020 - Spring 2023

Education

Ringling College of Art and Design, Sarasota, FL

Bachelor of Fine Arts, May 2023

Major: Graphic Design, Minor: Business

President's List Fall 2020 - Spring 2023

Design Experience

Winfield Design Studio, Owner and Freelance Graphic Designer, NC, November 2024 – Present

- Collaborated with clients to understand their branding objectives, creating cohesive visual identities through print and digital collateral
- Identified design trends, consumer preferences, and opportunities for branding improvements to help clients stay competitive

Purpl, Independent Contractor Graphic Designer, Remote, NC, October 2023 – July 2024

- Collaborated with other designers to brand and re-brand companies through print and digital collateral
- Created a wide range of deliverables based on existing brand guidelines

Design Center of Ringling College, Graphic Design Student Worker, Sarasota, FL, August 2022 – May 2023

- Led the Graphics Team with the creation of Print Collateral and Web Design for the annual PINC Conference in Sarasota
- Managed a variety of projects simultaneously while consistently delivering high-quality work

Drybar, Creative Intern, Irvine, CA, June 2022 – August 2022

- Assisted with digital file organization and ideation sessions with the creative team on a daily basis
- Learned how the creative process unfolds for consumer products and packaging with the in-house team in a fast-paced environment