

SYLVIE LANE

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EDUCATION

Cornell University, College of Human Ecology
May 2023 Expected Graduation

- BS in Design and Environmental Analysis
- Minor in Entrepreneurship and Innovation
- Cumulative GPA: 3.98, Dean's List (3 Semesters)

University of Wisconsin-Madison, School of Human Ecology | *Sep 2020-May 2020*

- Anticipated Major in Consumer Behavior and Marketplace Studies
- Anticipated Minor in Design Strategy
- Dean's List (2 Semesters)

University of the Arts London | London, UK | *Jul 2019*

- Summer Photoshop Intensive

Parsons School of Design | NY, NY | *Aug 2018*

- Product Design Course

The Dalton School | NY, NY | *Sep 2006-Jun 2019*

- Cumulative GPA: 3.7

AWARDS & RECOGNITIONS

Cane Entrepreneurial Scholars Program | Ithaca, NY |
Mar 2022-Present

- Accepted into a select program for student entrepreneurs and awarded a \$5,000 grant to be used towards Maven Art House
- Collaborated with Dan Cane to develop my business through mentoring, financial support, and experiential learning

Interior Design Educators' Council Student Design Competition | *Mar 2022*

- Awarded First Place for the East Region and an Honorable Mention for National Overall for an interior design project "HozHome"

Scholastic Art Awards | NY, NY | *Apr 2017*

- Received 3 Gold Keys, 2 Silver Keys, and 1 Honorable Mention and showcased artwork in a gallery at the Metropolitan Museum of Art

SKILLS & INTERESTS

- **Skills:** Adobe Illustrator/Photoshop/InDesign, Digital Marketing, SketchUp, Intermediate Spanish
- **Interests:** Design Thinking, Entrepreneurship, Community Service, Hip-Hop Dance, Piano, Drums

PROFESSIONAL EXPERIENCE

Konrad Group | NY, NY | *Jun-Aug 2022*

Strategy Consultant, Intern

- Developed and implemented design strategy plans for clients in various industries
- Collaborated with cross-functional teams to align design strategy with business goals
- Facilitated workshops to gather design requirements and feedback

frog | Brooklyn, NY | *Jun-Aug 2021*

Visual Design Intern

- Transformed brand principles into strategic frameworks for digital communication and visual expression
- Collaborated with and supported client-facing and internal project teams

Maven Art House | Ithaca, NY | *Oct 2020-Present*

Co-Founder & Chief Creative Officer

- Founded an organization that combines art galleries and social experiences aiming to foster a community of creatives and promote young artists
- Lead creative branch of the team and spearhead the design and implementation for brand and event identities, marketing content, and gallery layout
- Hosted 10 art gallery events to date showcasing 300+ pieces of artwork from 120 emerging artists

Night Inn Experience | NY, NY | *Sep 2019-Sep 2021*

Creative Director

- Crafted the brand identity for a company that facilitates private, at-home wine tasting experiences
- Maintained social media presence by curating and posting elegant and dynamic marketing content

Freelance Design | NY, NY | *Jun 2019-Present*

- Realize the visions of brand owners into sleek, original designs including 100+ logos and mockups
- Designed an ad campaign for US Mobile that was displayed in 2000+ MTA subway cars in NYC

LEADERSHIP & ACTIVITIES

Cornell University Sustainable Design | Ithaca, NY
Sep 2021-May 2022

- Worked as Team Liaison for Sustainable Education and Sustainable Mobility project teams to provide all communication materials and conduct outreach
- Created marketing campaigns for recruitment

Kappa Omicron Nu | Ithaca, NY | *March 2021-Present*

- National Honor Society in the human sciences with a mission to promote empowered leaders through excellence in scholarship, leadership, and research