



Sybil

THOMPSON

Selected Work

Case Study: AltCap Website Redesign

Wordpress Site: www.altcap.org

The Problem: AltCap needed a website that more clearly communicated its mission, simplified access to its programs and funding opportunities, and created a more intuitive experience for entrepreneurs navigating the site.

Discovery: We immersed ourselves in brand research, stakeholder conversations, mood boards, and visual exploration to establish a strategic foundation that aligned with AltCap's mission and audience.

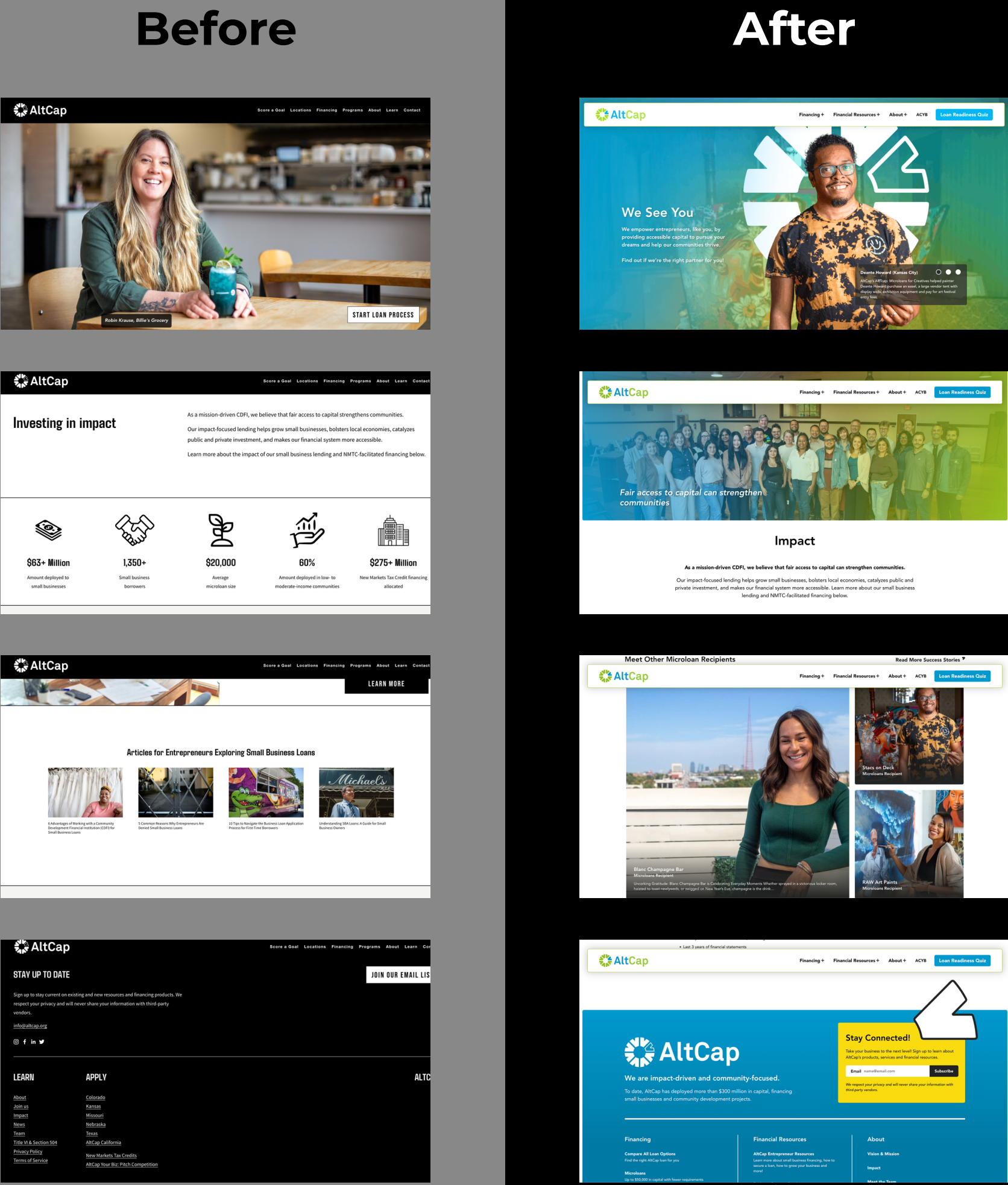
Exploration: Through multiple design concepts and iterative reviews, we challenged assumptions, evaluated new directions, and refined the strongest ideas into a cohesive user experience.

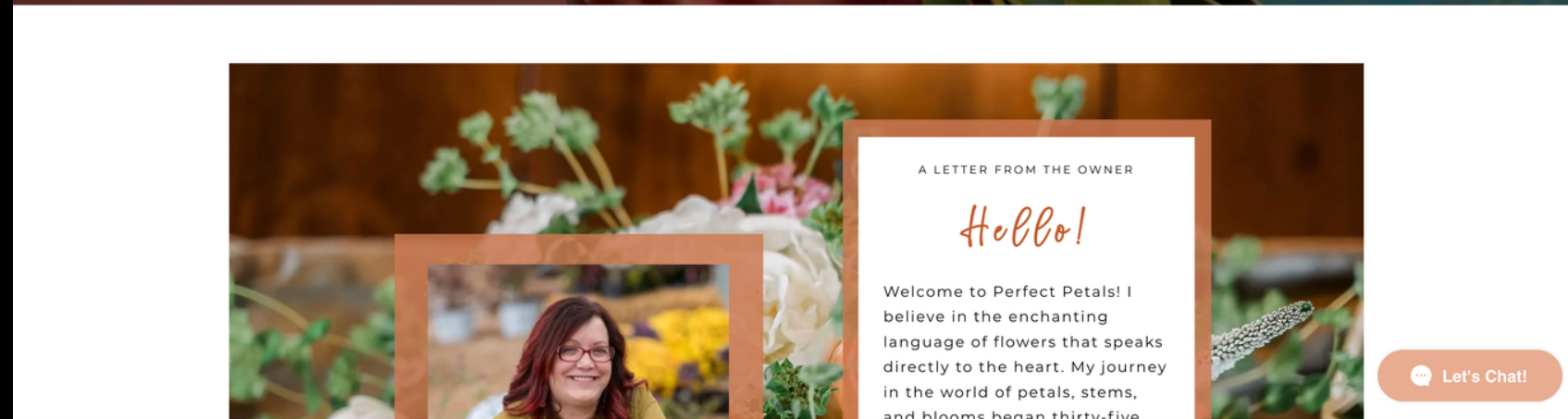
Refinement: Every detail, from typography and color palettes to layout systems and visual hierarchy, was intentionally crafted to improve clarity, accessibility, and consistency across the website.

Outcome: The redesign established a stronger digital foundation for AltCap by improving usability, strengthening brand messaging, and creating a more engaging experience for entrepreneurs, with opportunities to measure continued growth through user engagement, website performance, and lead generation.

Creative Partner
Ligature Creative (Dayton, Ohio)

- My Role**
- Concept Strategy
 - Design Aesthetic Strategy
 - UX Strategy
 - Messaging & Content Strategy
 - Creative Direction
 - Stakeholder Collaboration
 - Project Management





[View Rebrand Launch Reel 1](#)



[View Rebrand Launch Reel 2](#)



[View Rebrand Launch Reel 3](#)

Case Study: Perfect Petals Rebrand

View Site

The Problem: Perfect Petals needed a cohesive brand identity that reflected the quality of its work, clearly communicated its value, and created a memorable experience across every customer touchpoint.

Discovery: Through collaborative conversations, brand discovery, audience research, and creative exploration, we uncovered the business's unique personality, values, and long-term vision to establish a strategic foundation for the rebrand.

Exploration: Multiple creative concepts were developed and refined through an iterative design process, exploring visual identity, messaging, photography direction, and customer experience until every element aligned with the brand's story.

Refinement: Every detail, from the visual identity and color palette to typography, messaging, website design, photography, and marketing assets, was intentionally crafted to create a cohesive brand experience that felt authentic, elevated, and unmistakably Perfect Petals.

Outcome: The completed rebrand delivered a unified brand system that strengthened Perfect Petals' market presence, increased brand consistency across every customer touchpoint, and positioned the business for long-term growth through a more recognizable and memorable identity.

My Role:

- Brand Strategy
- Concept Development
- Creative Direction
- Visual Identity Design
- Messaging & Content Strategy
- Website Design & User Experience
- Photography Direction
- Marketing Collateral Design
- Brand Launch Strategy
- Project Management

Case Study: KCishCo. Brand Launch & E-Commerce Site

View Site

View Brand Story & Guidelines

The Problem: KCishCo. was created to fill a gap in the market for Kansas City-inspired apparel and gifts that felt modern, community-driven, and authentically connected to the city's culture and pride.

Discovery: Through market research, audience insights, trend analysis, and brand exploration, I identified an opportunity to create a lifestyle brand that celebrated Kansas City with originality, personality, and a strong sense of place.

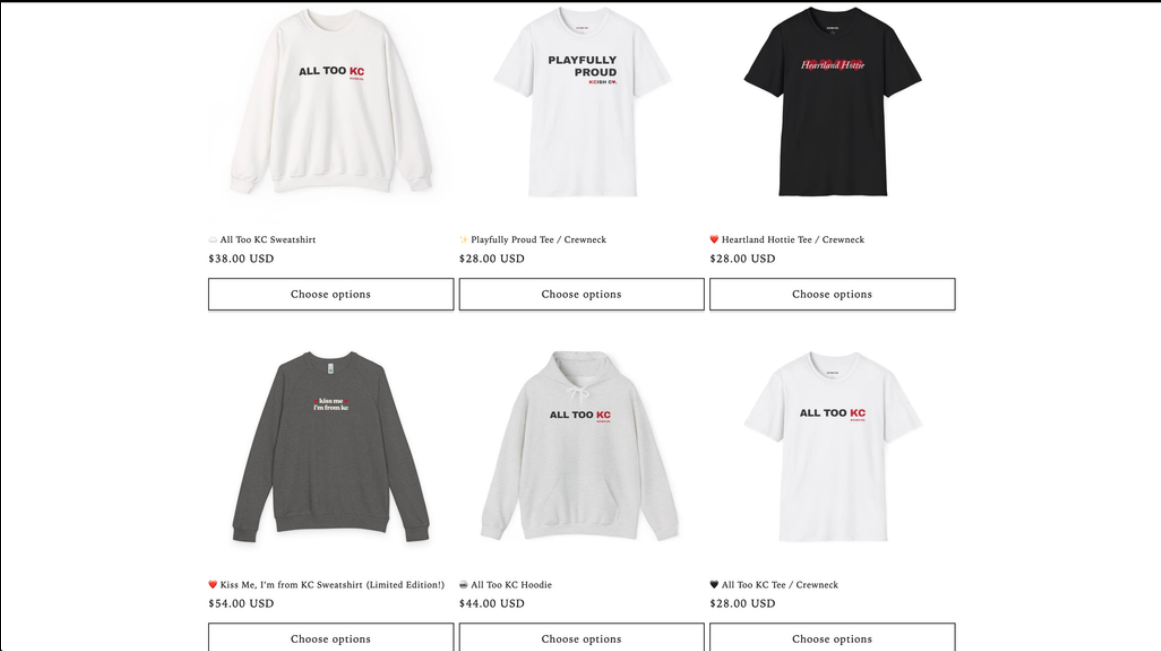
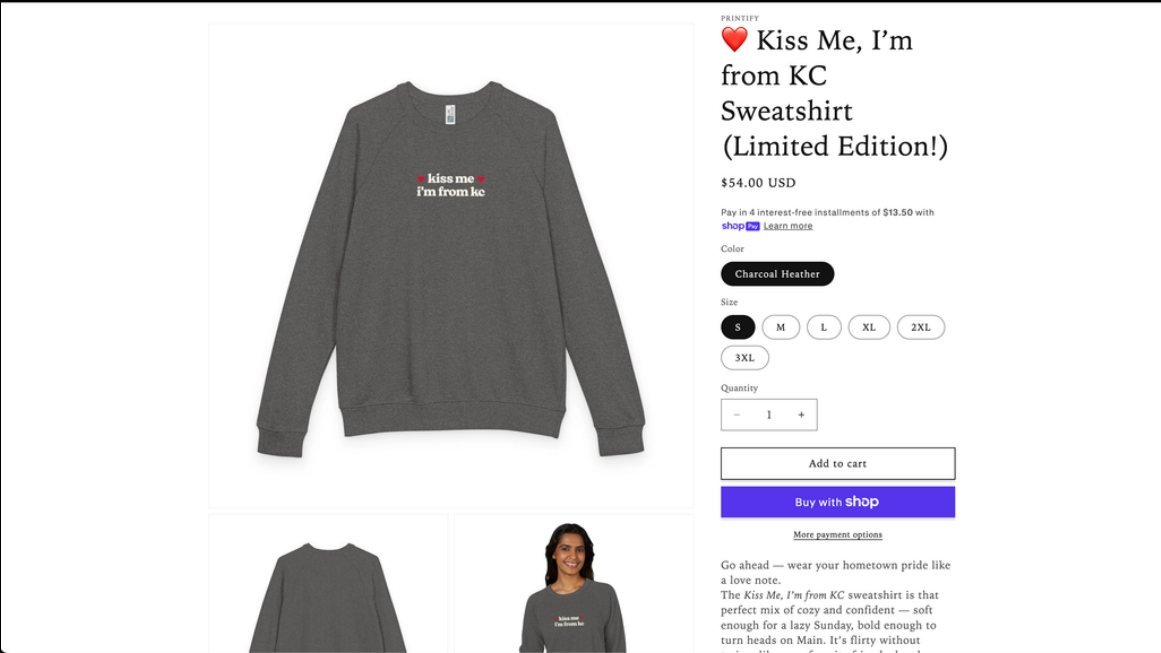
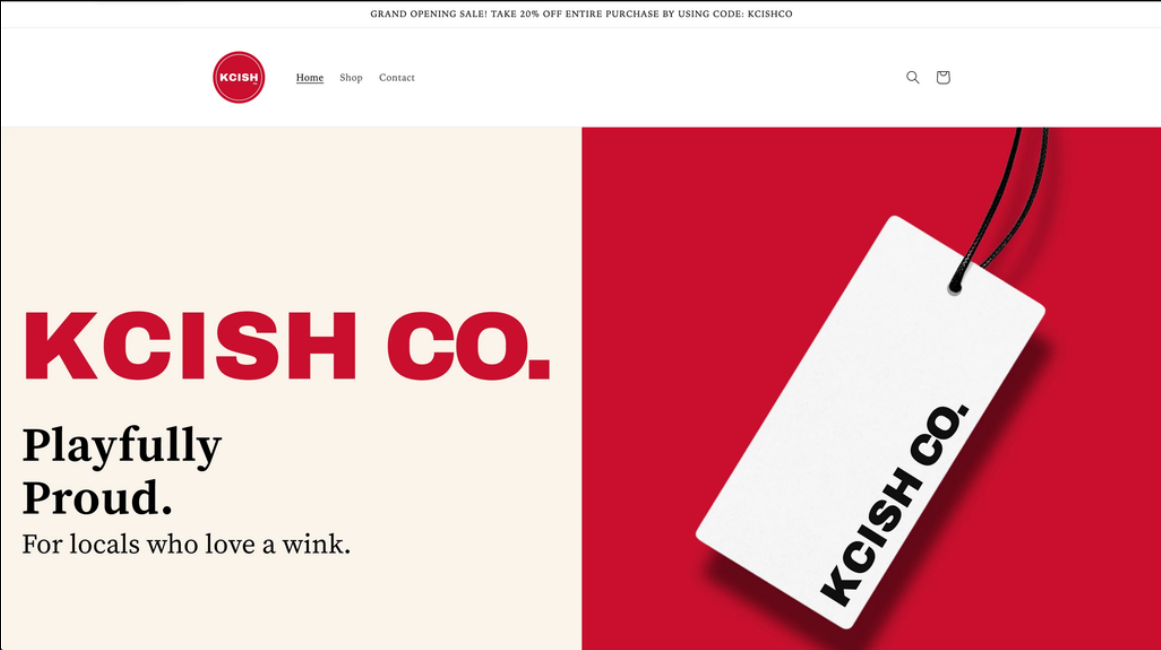
Exploration: I developed and refined multiple concepts, testing naming, messaging, visual identity, product ideas, and customer experience to build a brand that felt both distinctive and deeply rooted in the local community.

Refinement: Every aspect of the brand, from the logo, typography, and color palette to product design, photography, messaging, and packaging, was intentionally crafted to create a cohesive customer experience, culminating in the design and launch of a fully integrated e-commerce website that brought the brand to life online.

Outcome: KCishCo. launched as a fully realized lifestyle brand complete with a cohesive visual identity, integrated e-commerce website, scalable product ecosystem, and memorable customer experience, demonstrating how thoughtful strategy can transform an idea into a successful, market-ready business.

My Role:

- Brand Strategy
- Business Concept Development
- Naming & Brand Identity
- Creative Direction
- Product Design
- E-commerce Website Strategy
- E-commerce Website Design & User Experience
- Photography Direction
- Messaging & Content Strategy
- Marketing Strategy
- Brand Launch Strategy
- Project Management





After the Final Whistle: KC's Best Spots for a Post-Match Hang

Whether you're looking to keep the energy going with friends, grab a late bite, or wind down in a more relaxed setting, Kansas City offers no shortage of places to gather and relive the match.

[Read Full Story](#)



Pregame Like a Pro: Where to go Before Summer Soccer Matches

Kansas City is full of amazing local coffee shops, brunch spots, and quick-bite destinations that make it easy to fuel up and gather with friends before heading to the action.

[Read Full Story](#)



Cheer Local: Where to Watch the Global Soccer Games Across Kansas City

When the global soccer tournament comes to Kansas City this summer, the best seat in the house might not be in the stadium — it might be at a local small business down the street.

[Read Full Story](#)



Craft, Care, and Community: Celebrating AAPI Entrepreneurs' Impact

Each May, Asian American and Pacific Islander Heritage Month invites us to recognize the cultures, histories, and contributions that continue to shape our communities in meaningful ways. For many entrepreneurs AltCap works with, that culture and heritage is not something reserved for a single month. It is deeply woven into what they create.

[Read Full Story](#)

Copywriting & Messaging

I do my best writing when I begin by listening. Every organization has a story worth telling, but discovering it takes curiosity, thoughtful questions, and a willingness to understand the people behind the mission. Whether I'm writing for a brand, a campaign, a website, or an internal team, my goal is always the same: to create messaging that feels authentic, builds trust, and serves the story above all else.

That philosophy is reflected in the breadth of my copywriting and messaging experience below.

Brand Messaging

- Voice & tone
- Brand positioning
- Messaging strategy

Website Copy

- UX writing
- Page content
- Calls-to-action

Editorial Writing

- Published articles
- Educational content
- Thought leadership

Marketing Campaigns

- Email campaigns
- Social campaigns
- Launch messaging
- Multi-channel storytelling

Leadership Communications

- Internal messaging
- Executive communications
- Organizational announcements

While much of my writing lives behind campaigns, websites, emails, and internal communications, these published articles offer a glimpse into my voice as a writer and strategist. If you'd like to see that philosophy in practice, I invite you to explore a few examples to the right.

Photography

View website: www.coppertreephoto.com

Photography has never been about taking pictures for me. It's about paying attention. I love noticing the details others might overlook. I observe the way someone naturally interacts with the people around them, the personality of a space, or the quiet moments that reveal something genuine. Those observations become the foundation for images that feel authentic, emotionally resonant, and uniquely connected to the story they're meant to tell.

That perspective has shaped more than fifteen years of work across commercial, editorial, lifestyle, and event photography. Below is a small collection of images that represent both the breadth of my experience and the way I approach visual storytelling.

While this portfolio offers a glimpse into my work, photography has been a constant thread throughout my career. If you'd like to explore additional projects, collections, and client work, I invite you to visit my full photography portfolio below.

