



# MARINA SNYDER

## UI/UX Designer

### ABOUT

I'm a creative problem solver who thrives on designing digital solutions for business challenges. With experience in marketing, web development, and project management, I can empathize with teammates and consider challenges from many angles.

### SKILLS

Info architecture	●	●	●	●
Wireframing	●	●	●	●
Prototyping	●	●	●	●
Usability testing	●	●	●	●
Branding	●	●	●	●
Development	●	●	●	●
Marketing	●	●	●	●
Data analysis	●	●	●	●



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### EXPERIENCE

#### UI/UX Designer & Developer

MARINA SNYDER WEB SOLUTIONS | 2015 - CURRENT

As an independent UI/UX designer & developer, I help clients redesign and build ecommerce websites with a focus on increasing online revenue and newsletter signup rates.

#### Web & Graphic Designer

VERSIUM ANALYTICS | 2018 - CURRENT

At this early-stage company, I'm creating a design system to be used across 3 product sub-brands. I'm also iterating on the company website while designing both print and digital assets.

#### Communications Manager

INTERNATIONAL LIVING FUTURE INSTITUTE | 2017 - 2018

I managed the design of all print and digital assets for 17+ sub-brands, 4 company websites, and an email list of 50,000 subscribers, sending 2 to 4 targeted email campaigns per week.

#### Digital Marketing Coordinator

NORTH ATLANTIC BOOKS | 2014 - 2017

As the company website manager, I collaborated with staff to restructure the site's IA and worked with developers to help implement a redesign that doubled monthly site revenue.



### EDUCATION

#### School of Visual Concepts

ONGOING PROFESSIONAL DEVELOPMENT

UI design | UX design | print design | color theory

#### Loyola University – New Orleans

BACHELOR OF ARTS | MAGNA CUM LAUDE

English / writing with honors | environmental studies