



MARINA SNYDER

Web UX/UI Designer

ABOUT

I'm a creative problem solver who thrives on designing digital solutions for complex business challenges that span from marketing to product. While I specialize in UX/UI design, I also refine visual brands and can bring my designs to life with code.

SKILLS

Info architecture	●	●	●	●
Wireframing	●	●	●	●
Prototyping	●	●	●	●
Usability testing	●	●	●	●
Branding	●	●	●	●
Development	●	●	●	●
Marketing	●	●	●	●
Print design	●	●	●	●



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EXPERIENCE

Web & Graphic Designer

VERSIUM ANALYTICS | 2018 - CURRENT

At Versium, I design and develop landing pages, custom WPBakery elements, email templates, and marketing collateral in line with the brand guide I created for Versium and its sub-brands.

Web Designer & Developer

MARINA SNYDER WEB SOLUTIONS | 2015 - CURRENT

As an independent web designer and WordPress developer, I help clients redesign and build ecommerce websites with a focus on increasing online revenue and newsletter signup conversions.

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

UX design | UI design | print design

Loyola University – New Orleans

BACHELOR OF ARTS | MAGNA CUM LAUDE

English / writing with honors | environmental studies