












ABOUT MARINA

With a background in online marketing and coding skills to boot, I've found my true passion in creating and shaping websites and the visual languages that underlie them. While I specialize in web and marketing design, I enjoy all forms of visual identity development and creative problem solving.

TOP SKILLS

-  Visual identity design
-  Websites + user interfaces
-  Marketing strategy
-  HTML, CSS, JS, PHP, Git
-  Sketch *in* InVision
-  Adobe Creative Suite
-  WordPress *W* Webflow
-  HubSpot  MailChimp



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MARINA SNYDER

Visual Designer



EXPERIENCE

Visual Designer | Web Developer

VERSIUM ANALYTICS | 2018 - CURRENT

At Versium, I design and maintain the company's visual identity system, collaborating across teams to refresh colors, typography, iconography, and visual assets including pitch decks, marketing collateral, and the soon-to-be-launched website redesign.

Web Designer | WordPress Developer

MARINA SNYDER WEB SOLUTIONS | 2015 - 2019

As an independent designer and developer, I helped clients define their visual identities and build websites and email templates optimized to increase 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 in-house website manager, I collaborated with staff to restructure the site content and worked with developers to help implement a redesign that doubled monthly website revenue.



EDUCATION

School of Visual Concepts

ONGOING PROFESSIONAL DEVELOPMENT

UX design | UI design | web accessibility | color | graphic design

Loyola University – New Orleans

BACHELOR OF ARTS | MAGNA CUM LAUDE

English / writing with honors | environmental studies