

Amanda C. Snyder

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Design

Skills and Experience

Brand Development

Ability to work on initial strategy and lead creation and development of logo, visual system and application to marketing

Web and Application Design

Knowledge of Web design including overall process, strategy, organization, information architecture and design

Software Design

Knowledge of software design including specific experience with pedagogical design

Print Design

Experience in print design and pre-press including brochures, catalogs, stationary and collateral systems

Film Production

Production assistance for documentary films

Software

Extensive software knowledge of Illustrator, Image Ready, In Design, Microsoft Word, Photoshop and QuarkXpress. Working knowledge of BBEdit, Director, Dreamweaver, Equilibrium Debabilizer, Excel, Flash, HTML. Ability to work on both MAC and PC

Concepting

Strong skills in research, sketching, brainstorming and ideation

Sapient Corporation

Visual Design Consultant
March 2006-November 2007

Overview

International internet solutions company. Responsibilities include: online/offline acquisition review, competitive and industry site benchmarking, user research and personae development, concepting, concept and behavioral models, design prototypes for user concept testing. Software used: Illustrator, Photoshop, Power Point, Microsoft Word, Excel and In-design

Clients

Key clients include T.Rowe Price, UBS Banks, Equinox Fitness Clubs, the Yale School of Management

Flagg Design

Visual Design Consultant
June 2004-April 2007

Overview

New York based design studio. Responsibilities include: project management client relations, deadline driven concepting and design for print and print production. Software used: Illustrator, Photoshop, Quark, Microsoft Word, Excel and In-design

Clients

Key clients include The American Museum of Natural History, Flagg Management, Janice Mayer Artist Representatives and Great Performance Tours

Brookline Street Design

Senior Designer
June 2002-March 2006

Overview

Providence Rhode Island based design studio. Responsibilities include: project management, client relations, deadline driven concepting, design and production for print and the Web. Software used: Illustrator, Photoshop, Quark, Microsoft Word, Excel and In-design

Clients

Key clients include: LL.Bean, MIT, FC Architecture and The Good Life Gourmet

Six Red Marbles

Junior Designer
Jan 2000-Aug 2001

Overview

Cambridge Massachusetts based design studio. Work centered around educational software design. Responsibilities include: client relations, wireframe and information design, deadline driven concepting, design and production for print and the Web. Software used: Illustrator, Photoshop, Image Ready, Equilibrium Debabilizer, Quark Xpress

Clients

Key clients include: National Geographic, Houghton Mifflin, Prentice Hall, Leap Frog and Scholastic

Volunteer Work

Auras House aurashouse.com 1/06-present

Design for nonprofit bringing aid to families in developing countries

Park Slope YMCA Brooklyn, NY 12/02-5/03

IT Help desk monitor for new community center computer facility

ESL Teacher Cambridge Community Center Cambridge, MA 9/00-6/01

Assisted in teaching English as a second language to international class of twelve

Education

Parsons School of Design New York, NY 2001

Graduate studies in design and technology

University of Massachusetts Amherst, MA 1998

BFA in Graphic Design

Minor Art History

Umass Summer Program Italy and France 1996

Art History, Painting and Drawing, French