



ANDREW SNIDER CREATIVE

I am an experienced Senior Creative possessing a broad range of skills in a wide array of mediums from old school to the bleeding edge. From extensive work in retail display, package design, B to B and retail marketing, to Web, UI and UX design. Refined typography, fresh photography combined with a conceptual foundation and smart design are just a few of my favorite things.

My expertise in software is always growing, however Photoshop, Illustrator and InDesign are my daily tools. Proficient in the Office suite of Word, Excel and Powerpoint. I can also whip up a mean sketch with pen and paper.

The objective of the work I do is not to simply satisfy the requests of the creative brief, rather it is to exceed the expectations and create possibilities and new growth. I welcome an opportunity to contribute in this manner.

EXPERIENCE

PRINCIPAL: ANDREW SNIDER CREATIVE 5.87 – PRESENT

- **Branding, Package Design, POP/POS, Signage, Art Direction, Design, Illustration, Production, etc:** Seasoned Graphic Designer well versed in a variety of media and delivery channels.
- **Recent Clients:** Vail Resorts, KeHe, Real Goods, Fit For Life, LLC (Gaiam)

SENIOR GRAPHIC DESIGNER: SPORTS AUTHORITY 9.15 – 6.16

- **Branding/Package design and POP/POS signage for private brands:** Created and maintained brand standards, responsible for packaging integrity and accuracy. Developed visual signage for displays
- **Team management:** Trained and mentored employees, maintained design standards and processes.

SENIOR ART DIRECTOR: GAIAM Inc. 6.02 – 7.14

- **Branding/Package design and POP/POS signage for Gaiam and SPRI products:** Created and maintained brand standards, responsible for packaging integrity and accuracy. Developed graphic standards manual.
- **Art direction/photography:** Ensured brand consistency, talent/subject accuracy and versatility/image usage.
- **Marketing and sales support:** Designed sales catalogs, presentations, product and display mock-ups.
- **Key art design:** Seamlessly integrated graphic content for hundreds of titles across multiple digital channels.
- **Mock-ups, retouching and compositing:** Produced high-quality Photoshop files for print and web. Created virtual prototypes for product development.
- **Digital asset management (DAM) system administrator:** Worked with vendor to create custom features, managed assets and administered users.
- **Team management:** Trained and mentored employees, maintained design standards and processes.

CREATIVE DIRECTOR: NOWPRINTING.COM 11.99 – 5.02

- **Creative Direction:** Responsible for all online and offline creative direction, project development, marketing, software development and implementation.
- **Project Management:** Developed an interactive online system for new B2C and a B2B ordering system.
- **Business Development:** Staff training, information technology coordination and customer service.
- **Accounts Included:** Merck-Medco and Arch Wireless.

PREVIOUS EMPLOYERS

VARIETY MAGAZINE: Senior Graphic Designer | ASPEN MAGAZINE: Art Director
WINTERLAND PRODUCTIONS: Art Director | SCOTT MILLER DESIGN: Graphic Designer
SEINIGER ADVERTISING: Graphic Designer

EDUCATION

BACHELOR OF FINE ARTS | California Institute of the Arts

- Immersive 4-year program focused on Visual Communication in a multi-disciplined and collaborative program.