

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

Adobe Photoshop, Illustrator and InDesign are my daily tools. Figma, Canva and emerging AI technologies are becoming frequently used in my workflow and of course, the Office suite of Word, Excel and Powerpoint. I learn new software quickly.

My goal in the work I do not only satisfies the requests of the creative brief, it exceeds expectations and creates possibilities and new growth. I welcome an opportunity to contribute in this manner.



ANDREW SNIDER
CREATIVE

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:** Gaia, Vail Resorts, Noodles & Company, KeHe, GAIAM, UNX-Chrysteyns

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 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.

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.