



Kit Snyder

Designer, Writer, Producer



Summary

Multi-Faceted Designer and Writer with a Certificate in UX/UI, an English degree, a long history as a creative producer, and an innate connection with clients/stakeholders. Detail-oriented and collaborative in designing clean, sophisticated, eye-catching decks, presentations, pitches and websites for award-winning projects in marketing and communications. Highly skilled in writing blogs & deck descriptions, social media posts, e-blasts, bids/SOWs, content creation, and working with budgets of all sizes. Bringing stories to life from pre-vis to production to delivery, my backbone is a strict adherence to time and budget. Clients over the years have been diverse/substantial: from major ad agencies, to networks, to Fortune 500 companies. Mantra: Execute creative, sophisticated work that comes in on time and budget.



Education

English

State University of New York At Fredonia

Degree in English including creative writing, journalistic writing, analytic examination, and more.

UX/UI

General Assembly

500 + hours of Immersive UX/UI Design, using UX Principles, Research, Affinity Mapping, Wireframing, Prototyping, User Testing, & Agile Development.



Work Experience

Designer, Writer, Producer

Freelancer, Contractor

- Creative writer/designer/producer with a unique storytelling approach, an ability to assume a range of marketing voices, and an intrinsic adherence to deadline and budget. I have juggled countless simultaneous digital spots & commercials for Walmart Food, Cinnabon, Center for Civil & Human Rights, designed concepts for complex sales presentations for global firms like Deloitte, and

2019-01 -
Current



Contact

Address

Atlanta, GA 30084

E-mail

kittysnyder@gmail.com

LinkedIn

linkedin.com/in/kittysnyder

WWW

www.kittysnyder.com



Skills

Certificates:

UX/UI, General Assembly
PowerPoint, Udemy
PowerPoint, LinkedIn Learning

Skills/Experience:

Adobe Photoshop, Illustrator,
Canva (Graphics & Video),
Microsoft PowerPoint & Excel,
Trello, Keap/InfusionSoft,
SquareSpace, Salesforce, Bloggle



References

References can be found at
www.kittysnyder.com



Additional Activities

Volunteer - Lifeline Animal Services
Volunteer - Ian Somerhalder Foundation
Voiceovers - CNN, Chick-Fil-A, Havertys, & more.
Production Lead - Atlanta Addy Awards, 2 yrs
Gold Addy Award Winner - Marketing Book, Writer
Treasurer - Women in Film & Television, 2 yrs

created websites, videos, social posts, and blogs for clients like Telrite Holdings, Global Gateway Partners, CNN/Turner, Mars Inc, Averb Aglow, Brain Harmony. See work at www.kittysnyder.com

Deloitte Experience: Designing feature concept slides and editing video for a presentation/pitch deck on a multi-million dollar RFP Response for a major global retailer - which was awarded - on the PCOE (Pursuits Center of Excellence). In addition, assisting Senior Designers in PCOE and GTM with graphic design slides.

2017-01 -
2018-12

● **Executive Producer, Account Director**

Artifact Design

Executive Producer - Animation, VFX, Editorial & Color Grading for clients like BBDO, JWT, 22squared, GTB, Home Depot, Tampa General Hospital, Turner Classic Movies, Baskin Robbins, Ford, and more.

2015-02 -
2016-12

● **Director of Creative Partnerships**

Deluxe Entertainment: Method, Beast, Company 3

Marketing / Sales executor for Atlanta branch of one of most esteemed global post-production (editorial, audio, color, VFX) companies.

2014-09 -
2015-11

● **Broadcast Producer**

Huge, Inc

Produced live shoots and post production for broadcast TV, digital & branding for clients like Airheads, Sonic Automotive, and Lowes.

2004-09 -
2014-08

● **Senior Account Director & Producer**

Crawford Media Services Creative Services

A decade of business development and producing projects for the Creative Services Department, with a post-production team of over 20 artists, always managing multiple projects simultaneously. Produced hundreds of commercials, digital spots, and long-form videos over 10 years. Clients include CNN, Cartoon Network, Ogilvy, Cabbage Patch Kids, UPS, AT&T, KIDS II, Ogilvie, TCM, and many more.

2011-02 -
2011-12

● **Post Production Coordinator**

Elf on the Shelf TV Movie, CBS

Produced Editorial, VFX, Stereoscopic, Audio Finishing for animation house Trick 3D, on animated TV show "Elf on the Shelf."