

Laura Snyder

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312.952.5832

linescurves.com

Charismatic and engaging professional with 15+ years of experience in building relationships, managing conflict resolution from concept to completion, designing creative strategies and demonstrating exceptional communication skills. Adaptable while making critical decisions during challenges with an ability to work independently in order to develop opportunities that further establish organizational goals.

SKILLS

- Well-Developed Written and Verbal Communication
- Exceptional Collaborative and Interpersonal Skills
- Energetic, Fun and Critical Thinker
- Flexible and Open-minded Creative Process
- Proficient in Adobe Creative Suite
- Continuous Professional Improvement
- Client Conflict Management and Organization
- Coordination of Project Execution

EDUCATION / CERTIFICATIONS

Louisiana State University, Baton Rouge, Louisiana
Bachelor of Arts in Mass Communication

The Illinois Institute of Art, Chicago, Illinois
Bachelor of Fine Arts in Visual Communication

Region IV Texas Teaching Certification
Houston, Texas | 2023
Early Childhood - 6th Grade

Nielson Norman Group Certification (NN/g)
Austin, Texas | 2019
UX and UI Web Design

Cardiopulmonary Resuscitation (CPR) Certification
The Woodlands Methodist School, Texas | 2023
First Aid, CPR and AED

PROFESSIONAL EXPERIENCE

ASSISTANT TEACHER, THE WOODLANDS METHODIST SCHOOL The Woodlands, Texas - October 2020 - Present

- Establish art program for classroom and highlight the importance of creativity and self-expression
- Assist second grade teacher with learning assessments in order to pinpoint key areas that need improvement
- Help in enhancing child learning through academic, emotional and physical growth with grade level development

FREELANCE SENIOR ART DIRECTOR Houston, Texas - July 2017 - Present

Clients: North Events (Seattle, WA) and Gravel Experiential Agency (Chicago, IL)

Brands: Microsoft, Hulu, Chicago Architectural Foundation, Breakthru, and Southern Comfort

- Organized project from planning concept ideation to final execution
- Provided clear and concise direction to photographers, illustrators, AV developers and team members to meet project deadline and budget goals.
- Establish the visual look and feel, interactive experiences, and large scale graphics for major events

SENIOR ART DIRECTOR, TPN Chicago, Illinois

Brands: OtterBox and LifeProof, QualComm, Cricket and Samsung

- Developed strong client relationships to understand project goals and requirements in order to measure success
- Directed the activation of a retail interactive environment display for 60+ Best Buy stores in Canada
- Designed the look and feel for the Cricket Wireless headquarters merchandise display. Included touchscreen navigation for on-the-go items and wearables. Also, developed a stand alone shop for event possibilities

SENIOR ART DIRECTOR, UPSHOT Chicago, Illinois

Brands: Proctor & Gamble, MillerCoors, Kraft, Corona, New Balance and Johnson & Johnson

- Created, presented and executed concept ideas for Kraft, Corona and P&G national retail marketing based on project goals through planning and organization
- Mentored and accelerated the professional development of two junior team members