

Contact

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(LinkedIn)
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Top Skills

Web Development
Responsive Web Design
Shopify Plus

Languages

English (Native or Bilingual)

Brett Snyder

Marketing Web Developer
Greater Phoenix Area

Summary

As a Marketing Web Developer at Imagine Learning with over 3.5 years of experience, I create dynamic, brand-flexible landing pages and design solutions that drive high-performing lead generation campaigns. My MarTech expertise lies in combining frontend development with UI/UX design, utilizing tools such as Figma for prototyping and delivering custom-built WordPress sites, HTML/CSS prototypes, and tailored lead-gen landing pages.

Proficient in modern marketing languages. I leverage AI to optimize workflows and enhance front-end development, ensuring efficiency and precision. My approach balances technical expertise with collaborative processes, fostering innovation while achieving team objectives. With a commitment to effective solutions, I contribute to seamless user experiences and impactful marketing outcomes. Currently learning how to incorporate AI into my projects.

Experience

Weld North Education (now Imagine Learning)
6 years 7 months

Marketing Web Developer
March 2022 - October 2025 (3 years 8 months)
Arizona, United States

At Weld North Education, I developed innovative landing page solutions that streamlined the creative process. By creating a customizable Master Blocks template, I enabled the team to produce high-performing lead generation pages quickly. My expertise in HTML5, CSS3, and JavaScript, combined with AI tools, allowed for efficient debugging and styling, ensuring a seamless user experience.

UI/UX Designer/Developer
April 2019 - March 2022 (3 years)
Chandler, Az

At Weld North Education (now Imagine Learning), I enhanced user experience through comprehensive UI/UX design and development. My responsibilities included creating high-definition prototypes and collaborating with stakeholders to refine site flows. I also mentored the marketing team on web development best practices, ensuring alignment with industry standards.

Glynlyon Inc.

Senior Designer

October 2016 - April 2019 (2 years 7 months)

Chandler, AZ

At Glynlyon Inc., I played an influential role in progressing the design and development processes. I created a master HTML email template and designed various digital campaigns, ensuring fluid responsiveness and user engagement. My focus on mentoring team members and pre-framing projects helped us consistently meet deadlines and exceed expectations.

Top Web Works

Front-end Developer, Web Design, UI/UX Designer - Freelance

January 2006 - October 2016 (10 years 10 months)

Queen Creek, AZ

In my role as a Front-end Developer and UI/UX Designer at Top Web Works, I worked closely with clients to create tailored web solutions. I focused on understanding their needs and expectations, ensuring that each project was delivered on time and within budget. My commitment to quality and client satisfaction resulted in long-term partnerships, with many clients choosing to work with me for over 5 years.

Pearson

Web Developer

April 2015 - November 2015 (8 months)

Chandler, AZ

In my role as a Web Developer at Pearson, I focused on enhancing website functionality and user experience. I collaborated with a team member to present fluid responsive email techniques, which improved our email design process. Additionally, I dedicated significant time to debugging existing websites, ensuring seamless performance through thorough testing and code analysis. My work contributed to the overall efficiency of the online development team across multiple locations.

Rio Salado College

Web UI/UX Designer - Contractor
April 2014 - September 2014 (6 months)
Tempe, Az

In my role as a Web UI/UX Designer at Rio Salado College, I focused on redesigning the Student and Staff Portal to improve user experience. I collaborated closely with cross-functional teams, including business analysts and developers, to implement efficient process updates. My responsibilities included creating high-definition mockups and hand-coding prototypes, which facilitated a seamless transition to the new Portal.

Net Media Group
Web Designer - Remote FT
June 2013 - March 2014 (10 months)
Greater Salt Lake City Area

In my role as a web designer at Net Media Group, I successfully managed multiple projects while collaborating with various stakeholders. I prioritized effective communication and organization to meet tight deadlines, ensuring that all design elements were strategically crafted for maximum impact. My focus on A/B testing allowed for data-driven design decisions that enhanced user engagement and conversion rates.

Pearson Education
Web Designer - Contractor
November 2009 - March 2011 (1 year 5 months)
Chandler, AZ

During my time at Pearson Education, I focused on web design and functionality. I was initially brought on to fix an existing CMS website but quickly demonstrated my capabilities by creating a new prototype that led to an extended contract. I also rebuilt a second CMS website under a tight deadline, showcasing my ability to deliver high-quality results efficiently.

Funastics
Owner & Head Instructor
March 2006 - May 2008 (2 years 3 months)
Gilbert, AZ

At Funastics, I spearheaded the development of a non-competitive gymnastics curriculum that emphasized personal growth and essential life skills. By mentoring my team and implementing a Junior Instructor program, I fostered a positive learning environment. My efforts in SEO research significantly improved our local search rankings, establishing our brand in a competitive market.

OrthoREHAB

Web Designer - Contractor

June 2005 - December 2005 (7 months)

Tempe, AZ

In my role as a Web Designer Contractor at OrthoREHAB, I transformed an old PHP intranet site into a sleek .NET frontend, marking my first experience with this technology. My responsibilities included redesigning both internet and intranet sites using various web technologies and design tools. I engaged in self-motivated research to ensure a successful transition, ultimately enhancing user experience and site functionality.

Snyders Academy of TaeKwon-Do

Marketing Director

June 2001 - May 2005 (4 years)

St Albans, VT

At Snyders Academy of TaeKwon-Do, I expanded the academy's reach and effectiveness. My responsibilities included managing the Intake process, where I addressed diverse family needs, and directing the After School Program, ensuring a structured learning environment. My efforts contributed to the academy becoming one of the largest in the state.

Studeo Interactive Direct

4 years 11 months

Art Director

November 1996 - September 2001 (4 years 11 months)

SLC, UT

At Studeo Interactive Direct, I was an Art Director, balancing creativity with project management. I worked closely with multiple Project Managers to deliver high-quality designs across various platforms, while also implementing Agile methodologies to streamline communication between teams. My proactive approach to learning new technologies ensured that our projects remained innovative and relevant.

Art Director

November 1996 - September 1999 (2 years 11 months)

SLC, UT

At Smith Harrison Direct, I played an integral role in shaping the visual identity of marketing materials. My responsibilities included researching and implementing print design strategies while introducing the team to emerging

online technologies. I focused on direct marketing concepts to enhance conversions and deliver effective design solutions across various platforms.

FranklinCovey

Art Director

October 1992 - November 1996 (4 years 2 months)

SLC, UT

At FranklinCovey, I served as an Art Director, where I was instrumental in creating engaging catalogs and print materials. My role involved not only artistic direction but also technical support for design department equipment. I proactively learned 3D rendering to elevate our preproduction catalog images, showcasing my commitment to innovation and quality.

Nu Skin

Graphic Designer

March 1989 - October 1992 (3 years 8 months)

Provo, UT

In my role as a Graphic Designer at Nu Skin, I was instrumental in supporting the company's rapid growth from a small facility to a downtown skyscraper. I handled a variety of print design projects, including catalogs and brochures, while also managing stakeholder interactions to ensure alignment with company goals. My experience included international design work, particularly during press checks in Hong Kong, which honed my attention to detail and adaptability.

Education

Brigham Young University

Senior, Graphic Design · (1985 - 1988)

Brigham Young University - Idaho

Associates Degree, Fine Art · (1982 - 1984)

Lamoille Union High

HS, Art, Science · (1977 - 1981)