Contact

Queen Creek, Az
602-561-5771 (Mobile)
info@brettsnyder.me

www.linkedin.com/in/topwebworks
(LinkedIn)
www.brettsnyder.me (Portfolio)

Top Skills

UI/UX

Figma

Shopify Plus

Languages

English (Native or Bilingual)

Brett Snyder

Frontend Marketing Developer | AOP Imagine Learning
Greater Phoenix Area

Summary

PROFESSIONAL SUMMARY
https://brettsnyder.me - Deadline and efficient processes
emphasized effective results. Experience using the latest mediums
with transparent clear communication with small to large internal
teams or emphatic end-user solutions.

https://www.brettsnyder.me/Brett_Snyder_resume.pdf

CORE QUALIFICATIONS
• 25+ years of professional full-time work experience. Dependable
and seasoned work ethic. Experience range from Design to Frontend
Development.
• Committed to reaching team goals on time – open to better process
discoveries.
• Solid knowledge of the latest information mediums, and devices.
• Interpersonal experience instructing, mentoring, and managing.

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Experience

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

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

SOME EXAMPLES
For our busy season, I developed a brand flexible Master Blocks landing page
template for myself and the Creative Team to use in any CMS or standalone
format. Customizable content blocks with flex layout. Was able to develop
several high-performing lead gen campaign landing pages in a fraction of the
time.

https://www.brettsnyder.me

HTML5,CSS3,JS,Liquid,Nextjs | Git | VSCode | A/B Testing | Heatmaps | Figma | Tailwind | WordPress | Custom CMS | Shopify | Static Sites, Landing Pages, Fluid Responsive

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

SOME EXAMPLES
https://www.brettsnyder.me

OVERVIEW
• Design Deliverables - Figma: charts > wireframes > mockups > prototypes. HTML/CSS working prototypes to backend devs.
• Dev Deliverables - Custom design/developed WordPress sites, Custom built lead-gen Landing Pages, Custom built HTML emails. For editing enterprise sites, front-end code is provided to devs or vendors.
• Process – job request intake > task confirmations > research and outline tasks > site UX flow discussions and charts - 1. Information Architecture 2. Basic Feature Sets 3. User Flow 4. Sample Sketches > wire-framing and process with stakeholders' input (live) > design hi-def UI prototype (live) with feedback > provide front-end code to back-end devs or develop cms start to finish > QA w/stakeholders
• Responsibilities – site flow chart discussions, live online wire-framing and hi-def prototype sessions with stakeholders, front-end development, manual smoke-test QA member, project manager for any 3rd-party front-end development, lead Consumer Experience contact for the Marketing department.
• Mentoring – ongoing Marketing Department team support for web development best practices.
• Tools – Win Adobe CC, Figma, VSCode/NPM, CrazyEgg. HTML5, CSS3, JS, Tailwind, Gitlab

Glynlyon Inc.
Senior Designer
October 2016 - April 2019 (2 years 7 months)
Chandler, AZ

• Process – Developed a master HTML email template that all the creative team members use. Created websites using user stories > flowcharts > wireframes > hi-def comps > prototype > fluid responsive hand-coded pages. Designed and developed email, social media, and landing page campaigns. Created print collateral from concept to completion. Consulted by management

for a low-risk remote work solution, better server organization, and more efficient project flow. Brainstormed wide to targeted concepts. Examined gathered assets and data, then applied towards an effective solution.

• Mentoring – Ongoing team support for web development best practices. My approach is to help team members succeed, not just to teach. Focusing on foundation, then styles.

• Deadlines – Pre-frame upcoming jobs to meet or beat assigned deadlines and expectations.

• Communication – Provided clear concise status updates to stakeholders and management using accepted communication avenues. Onsite, and remote without work delays.

• Public – Setup and answered product questions with several hundred people at national conventions. Helpful to fully understand the end-user. We beat our convention lead goal every time.

• Research – Created multiple campaign designs by gathering and analyzing management requirements, minimal job descriptions, competition research, and targeted demographic.

Win, Fluid responsive HTML emails, Microsite & LP design and front-end development - Bootstrap and Wordpress, editable PDF site chart, Prototypes, Brochures, Web Banners, Print Ads, Product and Convention Collateral, IBM Marketing Cloud - custom email preferences center. Adobe CC, Brackets, Pantheon, WHM/cPanel, SFTP, GIT, Gitlab, SourceTree.

Top Web Works
Front-end Developer, Web Design, UI/UX Designer - Freelance
January 2006 - October 2016 (10 years 10 months)
Queen Creek, AZ

• Accountability – Worked with remote US and overseas teams on various projects - on time, and within budget. Helped shape Keys to Success online program - auto dealers helping high school students earn sponsor benefits based on tracked student performance. I worked with many clients directly, building a reputable brand for them through identity, websites, print, seo, ads.

• Dependability – Several clients stayed with me 5-10 years.

• Empathy – Part of my job is to listen to clients/users to gather and create an effective, easy-to-use solution based on analyzed expectations and budget. Filter out fluff and understand their end goals. I would broadly discuss top level goals and features, competition pros/cons, strategize priorities, stages, and finish with result expectations and timelines.

Win, CMS, Ads, Print, Branding, High-def Design Mockups, Linux/cPanel Server Admin, Responsive Design RWD, SEO, AdSense PPC, Backlinks, Article Marketing, Niche, List Building, Adobe CS6, CSS3, HTML, JQuery, Prototypes, UI/UX Wireframes

Pearson
Web Developer
April 2015 - November 2015 (8 months)
Chandler, Az

• Teamwork – A coworker and I were asked to learn and present the fluid responsive email approach. After 2 weeks of gathered and applied research, I presented several coded examples and helped with fluid responsive implementation instruction and support to the entire online dev team across 4 locations.
• Research – Majority of my work was to fix existing website bugs. Replicating the issue. Then follow code line by line to locate, fix, and confirm the solution by in-browser testing then broad retesting.

Win, Fluid Responsive HTML Email Coding and Testing, WordPress Landing Page Customization via CMS, HTML, CSS, PHP and JQuery. Video Webinar Editing. Adobe CC, Brackets IDE, NetBeans SVN, Jira.

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

• Communication – My PM was always in meetings. I created a transparent solution so he could access my daily modified mockups online or offline at any time. Juggling 22 evolving mockups and a style prototype for this project.
• Teamwork – I worked directly with the BA, .Net backend developer, and stakeholders to help launch a new Portal with new efficient process updates for students, teachers and staff.
• Process – To redesign the Portal, I needed to gather each page's existing data, and either add to or streamline by combining data for improved interaction and retention.

Win, Student and Staff Portal UI/UX designs, including new process concepts. Rapid Hi-def mockups, Hand-coded HTML/CSS/JQuery prototyping with fluid RWD. (Agile: PM, BA, BE Dev, FE Designer team.)

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

• Multitask – Was their only designer. Worked with 3+ project managers, each with multiple large clients and tight deadlines. Learned to gather and organize daily, weekly tasks based on estimated design and production time, possible edits from team and stakeholders – vs the deadline.

• Communication – Work was done remotely without missing deadlines. Communication was directly with devs, managers, and stakeholders. Used accepted communication channels.

• Process – A/B testing provided user insights for design element placement. Each headline and paragraph was crafted for sales funnel or instant conversion. Fitting in human emotion with product, expertise & credibility, then building life-changing value with a no-brainer limited-time offer.

Win, Manual CSS3, HTML, JQuery, Balsamiq & Rapid Hi-def Fireworks Mockups, RWD Prototypes, CMS

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

• Initiative – Initially tasked with fixing an existing cms website. I also created a new website prototype off hours. They used that new site and extended my contract from one month to over a year.

• Dependable – Another department tasked me to fix a second cms website launching in 2 weeks. It had been in development for over a year. I decided it was quicker to rebuild, and hit their tight launch date.

Win, Create several specialty cost-effective CMS websites, microsites and html emails. Help create SEO solutions for various departments. Joomla CMS Expert, Pearson Acorn CMS, Adobe CS4, CSS, HTML, Flash, PHP/MYSQL Tweaks, Linux & cPanel Dev Server Admin, Win Server Experience.

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

• Initiative – Developed and implemented a unique non-competitive success based gymnastics curriculum that used personal progress combined with life skills. My thinking was more fun less stress by tracking personal progress each day rather than competition. Life skills and progress sheets were added to motivate a better self-image and better results. Branded location and print like an established franchise.

• Mentoring – Head instructor setting the school expectations. Worked with my staff to create class plans for age appropriate pacing, instill confidence and promote positivity. Also added a Junior Instructor program as students learn most by teaching others to succeed.

• Research – SEO keyword research beat out Gymboree and The Little Gym in local search rankings.

Win, Designed initial build-out and branding materials to give the startup an established feel. Created and implemented unique success-based star program children's gymnastics curriculum. Managed and trained 8 employees.

OrthoREHAB
Web Designer - Contractor
June 2005 - December 2005 (7 months)
Tempe, AZ

• Research – Successfully converted an old PHP intranet site frontend to a .Net frontend using Visual Studio. I had not worked in .Net or Visual Studio before, so required self-motivated research.

Win, Web Redesign and Development for their Internet and Intranet sites. DHTML, CSS, JS, PhotoShop, Quark, Acrobat Interactive Forms, Dreamweaver, Fireworks, Contribute,.NET frontend site redesign – tweaked Perl & PHP

Snyders Academy of TaeKwon-Do
Marketing Director
June 2001 - May 2005 (4 years)
St Albans, VT

• Effective – Helped grow our Martial Arts Academy to one of the largest in the state. Print, Online.

• Public – Was also the Intake Director, took care of signups/follow-ups and taught initial class. Each incoming family had unique issues to sort and plan for, from behavior to financial.

• Dependable – Directed the After School Program - Scheduling, managing, and teaching students.

Mac/Win, Web Site Design & Dev, Banner Ads, Newspaper Ads, Flyers, Photoshop, Flash, Html, Basic experience with PHP MySQL

Studeo Interactive Direct
4 years 11 months

Art Director
November 1996 - September 2001 (4 years 11 months)
SLC, UT

• Effective – The owner requested I work remotely for them after I put in my 2 weeks' notice. I worked remotely for them for a year.
• Initiative – Kept up with leading online technologies, i.e. local database sites.
• Multitask – Worked with 4 Project Managers. From concepts to print or web-ready. Each with multiple clients. Organized and prioritized tasks with focused team and PM communication.
• Communication – Started Agile standups to bring devs alongside design, instead of after.

Mac, Graphical User Interface & Website Design, DHTML, Corporate ID, Catalogs, Ads, Direct Mail, Packaging, Brochures, Model/Product Photo-shoots, Photoshop, Flash, Fireworks, Premiere, Dreamweaver, Illustrator, Quark

Art Director
November 1996 - September 1999 (2 years 11 months)
SLC, UT

• Initiative – Learned direct marketing concepts. Pushing conversions and effective design.
• Research – Print design. I introduced the team emerging online technologies…i.e. dynamic Flash

Mac, Catalogs, Ads, Direct Mail, Packaging, Brochures, Website Design, Adobe Photoshop, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Quark, Strata 3-D

FranklinCovey
Art Director
October 1992 - November 1996 (4 years 2 months)
SLC, UT

• Dependable – Creative director from a previous job requested me. Catalogs, Print
• Empathy – I was the unofficial Mac tech fixing design dept machines.
• Initiative – Learned 3D rendering used for preproduction catalog images.

Mac, Catalogs, Packaging, Brochures, 3-D Rendering, Photoshop Illustration, Product Photo-shoots, Mac Tech

Nu Skin
Graphic Designer
March 1989 - October 1992 (3 years 8 months)
Provo, UT

• Dependable – Sent to Hong Kong solo for multiple NuSkin catalog press checks. Stayed with NuSkin through tremendous growth – from a small building to downtown Skyscraper.
• Multitask – Stakeholder and management interaction, print design & production.

Mac, Packaging, Catalogs, Magazines, Brochures, Illustration, International Design, Forms

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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)