

THE STORY SO FAR

Few people today spend their entire career in one industry. Fewer still, remain enthusiastic about their career years later. It is in this respect that I feel truly fortunate, not due to years of experience but because I can say that I love what I do, and always have.

After spending over a decade of my life in the advertising, marketing and design fields, I still feel energized to start a new project, develop quality creative and take on the next challenge.

Recently, I've been working with marketing and design firms as a Creative Director, Art Director and a Designer on a freelance basis depending on specific needs. It's been my privilege to work on a variety of long-standing and distinct brands.

I believe that I will be a great asset to both you and your business. If you would like some additional info please visit jordansnyder.net or give me a call. I look forward to working with you.

SERVICES

Creative Direction / Art Direction / Brand Strategy / Print Design /
Packaging Layout / Web Design / Point-of-Sale / Direct Mail /
Copywriting / B2B Marketing / B2C Marketing

CONTACT

jordansnyder.net
jordanbsnyder@gmail.com
647.239.3300

TECHNICAL SKILLS

Mac & PC platforms
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
QuarkXPress
Microsoft Office

INTERESTS

International Travel / Film /
Photography / Football (all
varieties)

REFERENCES

Portfolio and references
available upon request

OVERVIEW

A relentless professional with over 15 years of industry experience. Known for his passion and dedication to the creative process, love of his craft has always been a key contributor to Jordan's career. Believing that great work comes from a collection of contributors instead of one singular vision, he has always taken pride in working with a variety of talented individuals.

EXPERIENCE

Accomplished in brand strategy, advertising campaigns, promotional launches, print design, packaging, point-of-sale and web site design. Experienced with client interaction, promotion of creative concepts and the practical implementation of those concepts.

CAREER

December 2014 – Current

Jordan Snyder Design (Freelance Graphic Design & Art Direction)

- Developing a wide variety of creative solutions for a new and expanding client base.
- Brand building in both the interactive and print sectors.
- Website design, interactive advertising, packaging layout, annual reports, promotional elements and much more.

November 2011 – November 2014

Rayment & Collins (Art Director)

- Created and collaborated on major promotions (print, interactive and online) for longstanding brands in the brewing industry.
- Refined and developed the skills of the existing creative team.
- Extensive design work on print packaging, dielines and output.

May 2007 – October 2011

Sabre Group Marketing (Creative Director)

- Elevated brands through improved communication and design.
- Hired, trained and developed personnel in the creative studio.
- Built and maintained client relationships with cutting-edge creative.

2002 – MAY 2007

The Autumn Group Advertising and Design (Art Director)

- Spearheaded many advertising campaigns and promotional pieces for a large client base.
- Developed creative strategies for high profile clients as well as smaller organizations with modest budgets.

EDUCATION

1998 – 2000

International Academy of Design

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