



Jonathan Sneider

SENIOR GRAPHIC DESIGNER & PRODUCTION ARTIST

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PROFILE

Senior Graphic Designer with 10+ years experience creating branded content for print and web. Exceptional digital storytelling capabilities with experience developing and engaging social media audiences through original content and marketing campaigns. Disciplined to performing in deadline-driven environments with an emphasis on working within budget requirements. Experienced in developing and implementing custom eCommerce fulfillment programs for retail and wholesale channels. Thoughtful designer accustomed to operating and maintaining commercial print production equipment. Skilled at interdepartmental coordination and communication. Expert with Adobe Creative Suite (Illustrator, Photoshop, InDesign) and web design applications (Dreamweaver, HTML). Dynamic team player with well developed written and verbal communication abilities. Highly skilled in client/vendor relations and negotiations.

WORK

Owner and Operator
2016 - PRESENT

BEST NAME TAPE. BRIGHTON, MA

Acquired and revived a label manufacturing company by establishing new clientele, increasing product range, and diversifying sales channels. Managed all day-to-day aspects of running a small business, including web design, product design, order fulfillment, social media and marketing, inventory management, customer service and sales.

Art Director of Design & Production
2016 - 2019

AMERASPORT, INC. HOLLISTON, MA

Managed art department and production team of seven that executed custom e-commerce fulfillment programs for retail and wholesale accounts like universities, camps, schools, clubs and corporations. Introduced fresh design, unique embellishment techniques, new product lines, and implemented scheduling to increase efficiency in production and grow total revenue sales by \$250,000, exceeding company projects by 16%. Managed 60+ client micro-site accounts and main company site, ensuring positive user experience and maintaining digital assets via an accessible NAS system. Experienced in operating and maintaining commercial print/cut machines, heat transfer heat press, silk-screen and embroidery machines.

VALUES

WORK

Things I expect in my work.... Opportunity to apply my creativity. Challenges to learn from, Products that influence society. Collaborations with colleagues to grow with.

LIFE

In life I enjoy... spending time with my dog Honey, mountain biking, cooking, watching movies, and keeping up on the latest design industry trends and technology.

SKILLS

Illustrator	●	●	●	●	●	●
Photoshop	●	●	●	●	●	●
InDesign	●	●	●	●	●	●
eCommerce	●	●	●	●	●	●
Pre-Press	●	●	●	●	●	●
Production	●	●	●	●	●	●
Problem Solving	●	●	●	●	●	●
Management	●	●	●	●	●	●

Contract Illustrator
2014 - 2016

HARPERCOLLINS PUBLISHERS. New York, NY

Illustrated, "Teddy the Dog", a two-part series of children's books; "Be Your Own Dog", published 2016 and "Almost Best in Show", published 2017.

Graphic Designer
2015 - 2016

KEEZER SPORTSWEAR/LANDMARK GRAPHICS. Weymouth, MA

Designed high-end, production friendly artwork for embellishments on t-shirts and other promotional products for 25+ large volume, high traffic clients including airports, museums, and concert venues.

Art Director / Brand Manager
2008 - 2015

TEDDY THE DOG APPAREL. Needham, MA

Conceived essence of character, developed strategy and managed artistic direction for \$2M lifestyle apparel brand. Supervised a team of five while operating e-commerce site and wholesale programs. Drafted relevant seasonal copy and coded HTML email and direct mail campaigns. Created unique content and utilized social media, micro-blog, and survey sites to achieve a 55,000+ fan-base.

ONLINE

- www.facebook.com/goodspeedgraphics
- www.linkedin.com/in/jonsneider
- www.bestnametape.com
- www.bunkcaptain.com
- www.wildride.clothing

EDUCATION

Studio Art | B.A.

University of Vermont
College of Arts and Sciences

Digital Graphics & Web | M.Cert.

American Career Institute
School of Multimedia Design