



# Kitty (Kit) Snyder

Designer, Writer, Producer



## Summary

Multi-Faceted Designer, Writer and Producer with a Certificate in UX/UI, an English degree, and an innate connection with clients/stakeholders. Detail-oriented and collaborative in designing clean, beautiful presentations, pitches and websites, creating blogs, e-blasts, graphics and presentations for award-winning projects in marketing and communications. Highly skilled in writing Bids/SOWs and working with budgets of all sizes. Detail-oriented while bringing stories to life, from studio & on-location shoots, to creating schedules with full-creative teams, from pre-visuals to production to delivery. Clients over the years have been diverse and substantial: from major ad agencies, to networks, to Fortune 500 companies. Mantra: Execute creative, sophisticated work that comes in on time and budget.



## Education

### English

State University of New York At Fredonia

Degree in English including creative writing, journalistic writing, analytic examination, and more.

### UX/UI

General Assembly

500 + hours of Immersive UX/UI Design, using UX Principles, Research, Affinity Mapping, Wireframing, Prototyping, User Testing, & Agile Development.



## Work Experience

### Designer

Deloitte, Contract, Full-Time

- Full-Time: Designer creating storyteller-concept slides for the Pursuit Center of Excellence (PCOE) and Go to Market divisions, and assisting Senior Designers with RFP proposal response graphic slides.
- Contract: Designer creating design storyteller-concept slides and editing video for presentation/pitch deck on RFP proposal response for major global retailer, on PCOE team. The pursuit was awarded by client to firm.

2022-08 -  
Current



## Contact

### Address

Atlanta, GA 30302

### E-mail

kisnyder@deloitte.com

### LinkedIn

linkedin.com/in/kittysnyder

### WWW

www.kittysnyder.com



## Skills

### Certificates:

UX/UI, General Assembly  
PowerPoint, Udemy  
PowerPoint, LinkedIn Learning

### Skills/Experience:

Adobe Photoshop, Illustrator,  
InDesign, Canva, Microsoft  
PowerPoint & Excel, Asana, Trello,  
Mailchimp, SquareSpace,  
SalesForce, Bloggle



## References

References can be found at  
www.kittysnyder.com



## Additional Activities

Volunteer - Lifeline Animal  
Services  
Volunteer - Ian Somerhalder  
Foundation  
Voiceovers - CNN, Chick-Fil-A,  
Havertys, & more.  
Production Lead - Atlanta Addy  
Awards, 2 yrs  
Gold Addy Award Winner -  
Marketing Book, Writer  
Treasurer - Women in Film &  
Television, 2 yrs

2019-01 -  
2023-01

## ● **Designer, Writer, Producer**

Freelancer, Contractor

- A one-person design, copywriting, & production team, building clients' brands into simple, strategic, sophisticated, easy-to-navigate websites, presentations, videos, and marketing campaigns, with a quick turnaround and an empathetic and insightful approach.
- Designed for clients such as Deloitte, CNN, Global Gateway Advisors, Stable Kernel, Discover Our Oceans, Brain Harmony, and Averb Aglow.
- Executive Produced for Directors on commercial & digital spots for clients such as Cinnabon, Honeybaked Ham, Center for Civil & Human Rights, and Walmart. Worked with many outside vendors to build teams.

2017-01 -  
2018-12

## ● **Executive Producer, Account Director**

Artifact Design

Executive Producer - Animation, VFX, Editorial & Color Grading for clients like BBDO, JWT, 22squared, GTB, Home Depot, Tampa General Hospital, Turner Classic Movies, Baskin Robbins, Ford, and more.

2015-02 -  
2016-12

## ● **Director of Creative Partnerships**

Deluxe Entertainment: Method, Beast, Company 3

Marketing / Sales executor for Atlanta branch of one of most esteemed global post-production (editorial, audio, color, VFX) companies.

2014-09 -  
2015-11

## ● **Broadcast Producer**

Huge, Inc

Produced live shoots and post production for broadcast TV, digital & branding for clients like Airheads, Sonic Automotive, and Lowes.

2004-09 -  
2014-08

## ● **Senior Account Director & Producer**

Crawford Media Services Creative Services

Producer of day-to-day business development for the Creative Services Department, producing projects with a post-production team of over 20 artists, always managing multiple projects simultaneously. Produced hundreds of commercials, digital spots, and long-form videos over 10 years. Clients include CNN, Cartoon Network, Ogilvy, Cabbage Patch Kids, UPS, AT&T, KIDS II, Ogilvie, TCM, and many more.

2011-02 -  
2011-12

## ● **Post Production Coordinator**

Elf on the Shelf TV Movie, CBS

Produced Editorial, VFX, Stereoscopic, Audio Finishing for animation house Trick 3D, on animated TV show "*Elf on the Shelf*."