

Brett Snyder

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Professional Summary

Deadline and efficient process emphasis from researched job expectations with effective results.

Experience using the latest mediums with transparent clear communication with small to large internal teams or emphatic end-user solutions. See my [Portfolio](#) or [LinkedIn](#) for work samples and references.

Core Qualifications

- 25+ years of professional full-time work experience. Dependable and seasoned work ethic.
- Committed to reaching team goals on time – open to better process discoveries.
- Solid knowledge with the latest information mediums, devices.
- Interpersonal experience instructing, mentoring, managing, and charity work.
- Clear, transparent communication skills – Internal and External.
- Sorting complex research, assets, and requirements into clean design solutions.

Professional Experience

UI/UX Designer/Developer – Consumer Experience, *Glynlyon, Chandler, AZ* *Apr 1, 2019 – Present*

- **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.
- **Process** – stakeholder job request intake > task assignment confirmations > research approach 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 stakeholders feedback > provide front-end code to back-end enterprise devs or develop cms start to finish > QA with Stakeholder feedback.
- **Mentoring** – Ongoing Marketing Department team support for web development best practices.
- **Deadlines** – whatever it takes.
- **Communication** – our small agile team is mainly remote so we video chat, screen share, dev pair, live project collaborate.

Senior Designer, Glynlyon, Chandler, AZ

Oct 17, 2016 – Mar 31, 2019

- **Process** – Developed stand-alone and Microsoft CRM master templates all team members now 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.

Owner, Top Web Works, Queen Creek, AZ

Jan 1, 2006 - Oct 14, 2016

- **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.

Web Developer, Pearson Online Learning Services, Chandler, AZ

Apr 20, 2015 - Nov 20, 2015

- **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.

Web UI/UX Designer, Rio Salado College, Tempe, AZ – Contractor *Apr 22, 2014 - Sep 30, 2014*

- **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.

Web Designer, Net Media Group, SLC, UT – Remote Full-time *Jun 19, 2013 - Mar 28, 2014*

- **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.

Web Designer, Pearson Education, Chandler, AZ – Contractor *Nov 2009 - Mar 2011*

- **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.

Owner, Funastics, Gilbert, AZ *Apr 2006 - Mar 2009*

- **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.

Web Designer, OrthoRehab, Tempe, AZ – Contractor

Jun 2005 - Dec 2005

- **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.

Marketing Director, Academy of Taekwondo, St Albans, VT

Jun 2001 - May 2005

- **Effective** – Helped grow our 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.

Art Director - Direct Marketing, Studeo.com, SLC, UT

Sep 1999 - Jun 2001

- **Effective** – Owner requested I work remotely for them after I put in my 2 weeks' notice. I did.
- **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.

Art Director – Direct Marketing, Smith Harrison Direct, SLC, UT

Nov 1996 - Sep 1999

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

Art Director, Franklin Covey, SLC, UT

Oct 1992 - Nov 1996

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

Graphic Designer, NuSkin International, Provo, UT

Mar 1989 - Oct 1992

- **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.

Graphic Designer, TKO Adv., Provo, UT

Mar 1988 - Mar 1989

- **Multitask** – Direct client interaction, print design, production.
- **Initiative** – Borrowed a Mac Plus for typesetting before desktop publishing was a thing.

Graphic Designer, *Graphics One, Provo, UT*

Jun 1987 - Mar 1988

- **Multitask** – Summer job. Direct client interaction, print design, production. Hired me full-time.

Internship, *McRay Magleby, BYU Graphics, UT*

Nov 1986 - Feb 1987

- **Initiative** – As a Junior, was accepted within the BYU Design dept. to work with this award-winning designer. Production design. Learned work ethic and accountability.

EDUCATION

BYU Utah, *Senior Graphic Design Program 1988*

- Pursued professional opportunities in lieu of finishing

BYU Idaho, *Associates in Arts & Science Degree in Fine Art 1984*

RECOGNITION

BYU Talent Awards *1986, 1987*

Portfolio Website, *Featured in: SLC newspaper, code book - frames, coolhomepages.com 1999*

Artwork, *Sold over 50K of my Art Prints 1981 - 2001*

PC, *Ranked at Overclockers.net for Air-cooled. 2008*

CHARITY WORK, *Hong Kong*

Jan 1982 - Jul 1983

Hong Kong LDS Missionary Home Office tasked me with creating custom street display systems and open house displays for entire Hong Kong mission, including Macau. Learned to speak Cantonese and taught provided content to interested locals. Helped in community work as needed. District leader.