



Laurie Snyder

215.370.7687 | phillyuxdesign@gmail.com

experience

The Vanguard Group

Malvern, PA

Design Lead
Jan 02 - present

Playing a very active role as a Design Lead in many major Vanguard site redesigns, as well as strategic projects like RSS and Podcasting.

User-interface design for web-based financial applications.

Participating in a user-centered design methodology on a multidisciplinary team of information architects, designers, usability experts and writers.

Providing art direction to other design teams on usage of company design standards.

Presenting rationale and justifying designs to business and development teams.

Designing UI components and creating usage guidelines for the brand styleguide.

Creating designs based on functional requirements gathered in sessions with business people, business system analysts, information architects and programmers.

Developing rapid HTML prototypes for usability testing.

I-SITE

Philadelphia, PA

Director of Interactive Design
Sept 99 - Jan 02

Worked independently on the design of marketing websites, mostly for the pharmaceutical industry.

Presented designs to the client and led them through the creative process.

Mentored and oversaw the work of a junior designer.

Competitive research to help drive out an online business strategy for the client.

Information architecture: created site maps and wireframes to determine site navigation.

Made sure websites followed any client branding guidelines.

Interactive design consulting to ad agencies.

Reviewed resumes and interviewed design candidates and illustrators.

CDNOW.com

Fort Washington, PA

Designer
May 97 - Sept 99

Knowledge and understanding of e-commerce design and business issues.

Contributed to the redesign of CDNOW.com during their corporate rebranding effort.

Identity projects for various sub-brands within CDNOW.com.

Designed monthly artist, album and record label promos.

Worked with marketing, new business development and product managers to make sure the design supported their business initiatives.

Educated the company on user-interface design and usability issues.

Taught staff better ways to code HTML and optimize web graphics.

Electronic Ink

Philadelphia, PA

Junior Designer
Oct 96 - May 97

Designed web sites and software GUI's under the guidance of a senior designer.

HTML and graphic production to update web sites with maintenance agreements.

Macromedia Director production work for software prototype demos.



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education

BFA in Graphic Design

University of the Arts
Philadelphia, Pennsylvania

South by Southwest (SXSW 2006)

March 2006, 3 day conference

Dreamweaver MX: Level 3 – Database Connectivity

October 2004, two day class

Flash MX: Level 2

November 2003, two day class

XML: Introduction to XML

February 2003, one day class

Teamsite: Training for Enterprise Content Management

September 2002, one day class

Secrets to Flawless Pre-Press & Printing

August 2001, one day seminar

AIGA Grow Seminars with David C. Baker

“System for Sanity, Quality, and Profit”

“Positioning & Marketing Your Services”

June 2001, one day seminars

Introduction to Macromedia Flash

June 1999, six week college course

*Various professional development classes
at Vanguard University.*

applications & skills

Adobe Illustrator

Adobe Photoshop

QuarkXpress

Macromedia Flash

Macromedia Dreamweaver

Adobe ImageReady

BBEdit & FTP Applications

Macromedia Director

Microsoft Word

PowerPoint

Excel

Lotus Notes

Ability to code clean, efficient HTML & CSS

Basic knowledge of JavaScript

Basic knowledge of ActionScripting

work

www.lauriesnyder.com

institutional.vanguard.com

www.vanguard.com

RSS & podcasting on vanguard.com

www.vanguardtransition.com (site tour)

www.vanguardconference.com

www.cqtours.com

affiliations

AIGA

Philly CHI (Philadelphia Region's Chapter of the ACM SIGCHI)