TROY SNIDER

USER EXPERIENCE LEADERSHIP ▪ DIGITAL PRODUCT DESIGN

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PROFILE

With more than 25 years of brand communication and customer experience design, my professional background is in web production and project development across a wide array of high profile endeavors. My passion for design along with my curious and meticulous nature has driven me to keep up with ever- evolving design trends, best practices, and UX software.

I am currently seeking a position which challenges my creativity and allows me to work with awesome people for a product I can truly get behind.

EXPERIENCE

BLUE PRINT TECHNOLOGIES - UX/UI Design - ProClub.com Contract   2018
Collaborated closely with lead design ▪ Corrected usability issues in wireframes ▪ Design responsive website ▪ Rapidly designed responsive members walk throughs, production assets ▪ Prepared design presentations ▪ Implemented feedback

TJLS CREATIVE - Partner / Design Director   2006-Present
Client Management ▪ Lead Design ▪ Product Development ▪ Conceive functionality, distilling requirements through market research and client requirements ▪ Create wireframes, mockups, prototypes, frontend code and production assets ▪ Implemented design ▪ Ensure design consistency while adapting to changing requirements ▪ Built CMS

VULCAN INC. EXPERIENCE
For the majority of my Vulcan career I was the Sr. Interface Designer for Paul Allen's management organization, Vulcan Inc.. In various roles I spearheaded the conception, production, and delivery of intuitive and impactful digital experiences. The projects that I participated in were remarkably varied and included: Paulallen.com, Vulcan.com, Vulcan Intranet, Vulcan Real Estate, pgafamilyfoundation.org, grownmen.com, Spaceship one, Science Fiction Hall of Fame website, interactive displays, soundscapes, kiosks and more.

Sr. Interface Designer 2000-2008
Led design efforts on high profile initiatives ▪ Consulted on third party initiatives ▪ Oversaw design staffs efforts ▪ Inclusively conceived product functionality, distilling requirements from an array of stakeholders ▪ Created wireframes, mockups, prototypes, frontend code, and production assets ▪ Facilitated design reviews ▪ Collaborated with engineers to review implementation, ensure design consistency while adapting to changing requirements ▪ Status reporting and project management ▪ Asset selection and procurement ▪ Recruitment and Team development

Web Designer 1999-2000
A busy year of design efforts on high profile initiatives ▪ Implement product functionality ▪ Created mockups, prototypes, and production assets ▪ Collaborated closely with Lead Design and stakeholders to review designs and their implementation, maintaining design consistency while adapting to changing requirements ▪ Code frontend layouts ▪ Content Upkeep

Web Designer / Production Contract 1998-1999
Recruited to Seattle to support design staff ▪ Collaborated closely with Lead Design ▪ Created mockups, prototypes, and asset production ▪ Code frontend layouts ▪ implement design changes ▪ Content upkeep

SKILLS: Brand-Adaptive, Professional Visual Style ▪ Mobile - First Design ▪ Meticulous UX Project Management ▪ Information Architecture & Feature Definition ▪ Rapid & Insightful Prototyping ▪ Methodical Recruiting & Thoughtful Mentoring ▪ Facilitate User Research and Usability Testing ▪ Thoughtful Motion Design ▪ Engaging Interactive Design ▪ Impactful Motion Graphics ▪ Audio / Video Production ▪ Proficient HTML, CSS, DHTML, ASP, jQuery.

Tools Used: Mac or P.C. ▪ Sketch ▪ InVision ▪ ADOBE Creative Cloud ▪ Visual Interdev ▪ Sonar / Logic Pro ▪ Sound Forge.