

DON SNODGRASS

GRAPHIC DESIGNER

Graphic Designer & Production Artist

Creative professional who brings integrity, devotion and knowledge to any marketing task.

- Clean design aesthetic, strong technical skills and able to think conceptually
- Works well independently or collaboratively within a team
- Detail-oriented, efficient and can balance multiple projects simultaneously
- Passionate about corporate identity and its importance to brand awareness
- Expert Adobe CC: InDesign, Photoshop, Illustrator, Acrobat
- Fluency in Office360: Word, Excel, Powerpoint
- Mac and PC platforms

Work Experience

GRAPHIC DESIGNER 2016 - 2020

MSC Cruises USA: Fort Lauderdale, FL

Develop, design and layout annual catalogs, adhering to corporate guidelines. Execute a wide variety of print collateral including ship brochures, ads, flyers, onboard collateral, trade show graphics and OOH. Work cooperatively within the marketing team on print/digital projects.

- Utilized the EasyCatalog program to import data-intensive itinerary, excursion and pricing information into InDesign pre-press files, decreasing annual catalog production time by 40%
- Collaborate with business development managers to produce all consumer and travel agent collateral supporting the MSC Cruises brand
- Increased productivity year-over-year by 15% using expert knowledge of product, templates and corporate guidelines

WEB CREATIVE SERVICES 2013 - 2016

The MadHaus Creative: Monrovia, CA

Designed and authored Wordpress websites.

- Transitioned the studio from HTML to Wordpress CMS for all existing and new client websites, doubling website output within a year
- Optimized website experience through strong UX/UI strategies

PRINT PRODUCTION MANAGER 2000 - 2016

Alan Herman & Associates, Inc.: Pasadena, CA

Executed and managed over 4,000 print and digital projects for this busy advertising and marketing communications firm. Interfaced with creative director and designers. Created pre-press digital files, reviewed printer's proofs for accuracy and attended press-checks.

- Designed of a wide range of marketing materials, reducing the agency's reliance on freelance designers

Other titles held: Senior Production Artist

Contact Information

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Technical Skills

Graphic Design
Production Artist
Web Design
Illustration

Adobe CC
InDesign
Photoshop
Illustrator
Acrobat

Wordpress
HTML
CSS

Microsoft Office360

Mac OS
Windows

Education

Professional Designation
Marketing

LAVC: Los Angeles, CA

Professional Designation
Graphic Design & Visual Communications

UCLA: Los Angeles, CA