



PAULA SNYDER GIVER

GRAPHIC DESIGNER + ART DIRECTOR

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givercreative.com

HELLO

I am an Art Director and Graphic Designer with nearly 20 years of experience specializing in branding and corporate identity, focused on bringing thoughtful design solutions to a wide variety of marketing and branding assignments.

RELATED EXPERIENCE

Giver Creative, May 2002–present

Freelance Art Director and Senior Graphic Designer, Stamford, CT

Broadridge Financial Solutions, Starwood Hotels & Resorts, Gartner, The Creative Studio, milk*, Perceived, PTG, Comcast, Daymon Worldwide, DanielCare, United Jewish Federation of Greater Stamford, Jewish High School of Connecticut

Responsibilities and skills include:

- Art direction and design consulting
- Print marketing/collateral design (brochures, booklets, invitations, posters, etc)
- Web/digital media design
- Social media design
- Logo/identity strategy, design and management
- Brand management
- High-level PowerPoint and Keynote presentations
- Infographic design for digital and print application
- Design Wordpress and Squarespace websites, familiarity with interface with the ability to do light tweaking of templates

Ingenuity Design, May 2016 - November 2016

Senior Designer, Stamford, CT

Responsibilities and skills include:

- Worked directly under Creative Director to design and implement employee-based communications for leading tech and financial companies.
- Art directing and mentoring younger designers
- Design and project lead on Visa Human Resources branding system
- On-site design support for eBay Global Leaders Conference, San Jose, CA

InsightExpress, May 2014–August 2014

Art Director, Stamford, CT

Responsibilities and skills include:

- Sole creative on in-house marketing team responsible for brand management and implementation
- Working directly under the VP of Marketing with creative autonomy to audit, assess and build on the existing brand expression
- Design and implementation of interim branding assets, guidelines and templates
- Working in collaboration with CEO and VP of New Product Development on the design/UI, development and implementation of client-focused analytics dashboard tool



Brandlogic, July 2000–August 2013

Senior Designer, Wilton, CT

Winner of PRSA New York chapter Big Apple Award, Spring 2003

Responsibilities and skills include:

- IBM team senior designer, extensive brand experience
- Overseeing IBM brand management, training new team members
- Creative lead, concept through production
- Writing branding and visual guidelines documents
- Comprehensive typesetting/production and pre-press experience (detail oriented)
- Creating marketing collateral for local and global B2B and B2C companies and clients
- Extensive experience in Healthcare, Education, Technology and Non-Profit sectors
- Lead PowerPoint designer, training other designers and clients on PowerPoint
- Creating PowerPoint video tutorials (writing scripts, recording audio and screen visuals, merging, output)
- Lead in-house marketing/proposal presentation designer, working directly with Senior Marketing Partner and Senior Management Team to create powerful pitch presentations showcasing thought leadership, brand strategy and data analytics
- Creating charts, diagrams and infographics
- Distilling complex concepts into simplified visuals
- Overseeing photo research and photo/stock purchasing, maintaining exceptional stock house and print rep relationships
- In-house photographer, organizing and photographing portrait sessions, still lives for collateral and web applications and art directing on-site photoshoots
- Managing in-house media library, lead administrator
- Designing responsive websites for desktop and mobile
- Designing and coordinating production of large scale/trade show design

COMPUTER SKILLS

- Fluent in both Mac and PC platforms
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, Bridge, and XD)
- Microsoft PowerPoint (multiple platforms and versions)
- Microsoft Word
- Microsoft Excel
- Basic HTML and CSS
- Screenflow
- Garage Band
- Paparazzi
- Wordpress
- Squarespace
- Keynote
- Pages
- Numbers
- Dropbox

EDUCATION

University of Connecticut,

BFA Graphic Design, May 2000