

# SUMMER SNYDER

## SENIOR CREATIVE, ART DIRECTION

**[YOURFAVORITSEASON.COM](http://YOURFAVORITSEASON.COM)**

[summersnyder726@gmail.com](mailto:summersnyder726@gmail.com)

[linkedin.com/in/yourfavoriteseason](https://www.linkedin.com/in/yourfavoriteseason)

+1 (302) 660 5981

### EXPERIENCE

---

**Freelance | Group Art Supervisor/Art Supervisor | 2023 – Present**

Developed concepts and ideas for multiple healthcare brands. Led creative projects for a launch brand. Worked on campaign development and implementation, developing digital, print, web, and social assets, as well as OOH and conference booth activations.

**Agencies:** *Marina Maher Communications, Neon*

**Clients:** *Amgen, Eisai Oncology, Merck, Pfizer (Velsipity), Regeneron/Sanofi (Dupixent)*

**Known | Group Art Supervisor | 2022 – 2023**

Led art direction and design across various accounts. Created concepts and ideas for new business pitches, branding, paid/organic social, digital and TVC.

**Clients:** *Build-a-Bear Workshop, HSS, Nuun Hydration, Rockefeller Center, Sesame Workshop, St. Jude, Talkspace Therapy*

**FCB Health | Art Supervisor | 2021 – 2022**

Led art direction and design through the development of digital, web, print, animation, and convention assets. Contributed to award-winning campaigns and pitch-winning concepts.

**Clients:** *Janssen (Imbruvica), Sunovion (Ulotaront)*

**TBWA\Wildtype | Art Supervisor | 2020 – 2021 | Art Director | 2019 – 2020**

Developed concepts and content for multiple brand and indication launches.

Expanded campaigns across web, print, digital, and TVC, leading photo and video shoots.

**Clients:** *Merck (Keytruda, Ontruzant, Axbryvio), Teva (Ajoovy), Pfizer (Prevnam 13)*

**Accenture | Graphic Designer | 2017 – 2019**

Designed and animated digital and social content across multiple consumer brands.

**Clients:** *Bank of America, Barilla, Capital One, Farmers Insurance, Kraft, L'Oreal, Subway*

### EDUCATION

---

**Pratt Institute | BFA Communications**

**Design | Advertising Art Direction**

### SKILLS

---

Art Direction

Concepting

Graphic Design

Motion Design

Illustration

Web Design

Product Design

UX Design

Copywriting

Storyboarding

### TOOLS

---

Illustrator

Photoshop

After Effects

InDesign

XD

Figma

Sketch

Premiere

### ADDITIONAL EXPERIENCE

---

**Freelance | ACD/Senior Art Director/Designer | 2016 – PRESENT**

**Clients:** *AARP, American Express, American Jewish World Services, Amnesty International, Barnes and Noble, BlueAir, Compass, County of Los Angeles Public Health, David Yurman, The Farmer's Dog, Thrive Farmers Coffee, Global Pet Expo, Hello, Hudson River Community Sailing, Javits Center, JDRF, Mercy Corps, Project Hope, Soulcycle, Tech for Campaigns, Transamerica, UNICEF, Vera Institute of Justice*