

# Stephanie Snook

---

York, PA | 717.887.5981 | stephanie.snook@icloud.com | asnookportfolio.com

## Senior Graphic Designer Summary

---

Self-motivated Senior Designer with 25+ years of experience in end-to-end marketing solutions, proficient in art direction, graphic design, product packaging, copywriting/editing, and Adobe Creative Suite, specializing in InDesign, Photoshop, and Illustrator. Notable achievements include leading a 12-person team in a company-wide catalog refresh, delivering a month ahead of schedule, and saving \$60k by optimizing in-house photography and design processes.

## Work Experience

---

### Snook Design | York, PA

#### Freelance Designer/Art Director | May 2007 – Present

- Cultivate consistent, yet progressive design trends to motivate and grow target markets through Adobe Creative Suite and Figma.
- Implement innovation for promoting campaigns on social media.
- Connect visual and written criteria to enhance design usability and strengthen brand functionality.
- Brainstorm enthusiastically with clients to produce the most high-quality pieces of success.
- Author, edit, proofread, and revise written copy on all materials using thorough precision.
- Photograph items in a controlled lab, field, and remote environments, and using Adobe Photoshop and Lightroom to edit and achieve consistency.

### Appleby Systems, Inc. | York, PA

#### Graphic Designer | July 2019 – June 2020

- Developed style guides to promote consistent branding across projects, doubling website traffic and tripling the number of customer inquiries.
- Executed solid marketing concepts that consistently achieved targets for increased sales revenue.
- Campaigned with purpose to produce captivating media, promotional flyers, product brochures, and client presentations utilizing Adobe InDesign, Illustrator, Photoshop, and Acrobat DC Pro.
- Wrote, proofread, and edited 90% of in-house copy instituting an enigmatic advertising pull.
- Brainstormed new ideas with the marketing and sales team by using effective communication skills
- Interacted closely with the IT Department to analyze, problem solve, and remove roadblocks improving project outcomes by 80%.

### Stanley Black & Decker | Towson, MD

#### Graphic Designer | Aug 2016 – Dec 2016

- Established advertising resources in the form of flyers, posters, signs, window clings, brochures, booklets, web graphics, and logos while staying within strict brand standards and legal department guidelines.
- Cross-examined legal guidelines and copy-proofed all collateral according to brand standards to achieve a flawless end result.
- Conceptualized daily with Sales Representatives to analyze, problem-solve, and adapt resources to successful initiatives.
- Implemented a unified digital filing system companywide with streamlined document management.
- Consistently executed clean visual and verbal communication using Adobe Illustrator and Photoshop.

**The Spot Media Group | York, PA**  
**Graphic Designer | Sept 2015 – Dec 2015**

- Created original artwork in a range of print and digital projects.
- Implemented design feedback from customers and internal stakeholders to improve project outcomes.
- Utilized Adobe Creative Suite and Microsoft Office to assemble inquisitive marketing.
- Employed visual hierarchy when selecting typography, composition, layout, and color in design work.
- Revised digital and print material using great attention to detail and simplifying post-production.
- Brainstormed enthusiastically with colleague groups to spark creativity and inspire progressive concepts.

**WebbMason | Hunt Valley, MD**  
**Graphic Coordinator | June 2013 – Sept 2015**

- Actively listened to Customer Service Reps to complete their website revisions with minimum effort.
- Simultaneously coordinated 50-60 active jobs daily for 300+ websites using multitasking and organization.
- Photographed product shots and edited images for various websites and merchandising.
- Wrote, created, and instructed 30-60 minute PowerPoint training sessions for team members increasing the proficiency of MarketingBench practices and procedures by 75%.
- Designed graphics and web decor for multiple websites.

**Ames True Temper | Camp Hill, PA**  
**Graphic Designer | Dec 2009 – April 2012**

- Spearheaded a 12-person team in a 180-pg core catalog refresh, completing requirements a month before deadline, and saving the company \$60k with in-house photography and resourcefulness.
- Researched NYC style trends and developed effective strategies for integrating into existing campaigns.
- Restructured product packaging, tool labels, POP hangtags, signage, corporate identities and brand standards for campaigns and product line reviews using Adobe Illustrator, InDesign, and Photoshop.
- Revamped brand standards for Jackson Tools and customized new logos and brand guidelines for its two Australian sister companies and finalized two weeks ahead of schedule with zero revisions.
- Designed e-catalogs, brochures, direct mail, trade show pieces, and PowerPoint presentations.

## **Additional Work Experience**

---

**Clipper Magazine | Mountville, PA | Graphic Artist**

**Cool Coyotes | Gaithersburg, MD | Freelance Director of Graphic Design**

**Bradley Academy | York, PA | Instructor of Digital Arts & Print**

## **Volunteer Work**

---

**Grace Words Christian Academy | York, PA | High School Art Teacher**

- Introduced a new class curriculum to clearly explain learning expectations for students.
- Authored a new and exciting class syllabus detailing project assignments and growth potential.

## **Core Competencies**

---

Creative Problem-Solver, Innovative Self-Starter, Project & Schedule Multitasking, Copywriting/Editing, Adobe Creative Suite, Progressive Presentations, Passionate Team Player, Tenacious Follow-Through

## **Education**

---

**Bradley Academy for the Visual Arts | Associate Degree - Graphic Design**

**New Horizons Computer Learning Center | Dreamweaver/HTML and Excel**