

Jeremy Snyder

Lead Graphic Designer jsnyd153@gmail.com jsnyddesign.com

Professional Experience

Confluent

Lead Web Designer, Feb 2026 – Apr 2026 | **Senior Interactive Designer**, Aug 2023 – Feb 2026

Led the integration of webflow into the company website stack, and built the infrastructure from the ground up to creating a scalable design system, dramatically reducing time to launch for interactive marketing sites and campaigns

Led the end-to-end design and production of landing pages, microsites, and campaign experiences, expanding and implementing the company brand across the core marketing website and event websites

Drove web projects from discovery to hand-off, collaborating with other developers and project managers to align on goals and deliver on time

Created animations, environmental signage, and print collateral for events, trade show booths and company events

Lumanu

Senior Digital Designer, Feb 2022 – Mar 2023

Led the evolution and expansion of the brand across all marketing and product touchpoints

Developed and governed a modular design system to improve consistency of marketing materials

Owned the company marketing website end-to-end, from concept through design and production

Partnered with the performance team to concept, iterate, and A/B test creative to improve conversion rates

Provided visual, motion, and animation support to the product design team and responsible

Defy

Senior Digital Designer, Jul 2018 – Jan 2022

Led brand campaign development from concept through execution across a wide range of deliverables, scales, and industries

Designed user experiences and interfaces for both websites and applications, from conception and wireframing to developer hand-off and graphic production

Created standalone animations and assisted the video in bringing brands and commercials to life

Voveo Marketing Group

Interactive Graphic Designer, Sept 2016 – Jul 2018

Designed websites and landing pages for a wide range of B2B companies

Designed, coded and automated interactive email campaigns

Illustrated and animated storyboards to bring products to life

Created various pieces of collateral such as ebooks, infographics, and brochures and maintained them across sub-brands and multiple languages

Education

Drexel University

Philadelphia, PA, Sept 2012 – Jun 2016

Bachelor of Science in Graphic Design | Minor in Sustainability in the Built Environment

Other Experience

Philadelphia Volleyball - Tournament and Marketing Director (2024-2026) | President (2026-present)

The Triangle - Production Manager (2014) | Managing Editor (2015)

Skills

animation, branding, front-end development (html, css, js), illustration, publication design, user experience (UX) and interface design (UI), web design, motion design, project management, SEO, wireframing, environmental design, email design and development, typography, print production

software: figma, webflow, adobe creative cloud (photoshop, indesign, illustrator, bridge, acrobat, after effects), keynote, microsoft office, g-suite, claude code and design