

# elizabeth m. snider

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## **Employment:** Decor Craft, Inc. (DCI)

*Industrial & Graphic Designer; January 2010 - Present*

- Responsible for design & development of creative new consumer products from initial concepts & sketching/rendering to final production
- Creating detailed 2D and 3D product specification technical drawings for manufacturing
- Designing new packaging concepts, graphics, technical drawings & mockups
- Communicating daily with overseas vendors to ensure manufacturing capabilities and traveling nationally & abroad to attend trade shows and visit factories
- Researching existing product markets and creating presentations of trend & inspiration findings
- Managing the product development process to keep projects on schedule, minimize cost & monitor production quality
- Participating in brainstorming sessions & team critiques to give and receive feedback
- Managing the fast-paced daily workflow of a team of 3-5 product & graphic designers
- Coordinating projects with a diverse team from product development, sales & logistics

## **Simply Living Sustainable Living Organization**

*Non-profit Designer; June 2008- February 2010*

- Led process to create a brand and logo for Simply Living's radio station WCRS
- Established strategic marketing plans to increase sponsorship & awareness of WCRS
- Developed and designed media kit and other marketing materials

## **KRP Communications**

*Industrial & Graphic Design Intern, Freelance Writer & Designer; December 2006- May 2009*

- Designed layout and graphics for brochures, newsletters, posters and programs
  - Created 3D exhibits, displays and packaging; sketched & ideated product development concepts
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## **Education:** Columbus College of Art and Design

2005 – 2009; Graduated Magna Cum Laude

BFA in Industrial Design, Art History minor

## **The Ohio State University**

1999 – 2003; Graduated Summa Cum Laude

BA in English; BA in Psychology, Theatre minor

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**Software:** PC/Mac formats; Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Ashlar-Vellum Graphite, Rhinoceros, SolidWorks, Sketchbook Pro, SketchUp, CADtools, Wacom Tablet, Microsoft Office

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**Design Skills:** Strong sketching & visual communication skills • Creative problem solving • Model building, mockups, sculpting & rapid prototyping • Sewing, pattern-making & soft goods construction • Public speaking & presentation skills • Knowledge of manufacturing processes and materials • Market trend research

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**Achievements:**

2009	CCAD Industrial Design Outstanding Senior Award
2009	Victoria's Secret Package Design Competition - 1st place
2008/2009	Hasbro Design Competition Finalist
2008	Design Winner for Vinyl Toy Gallery - Rivet Gallery
2008	Industrial Design Society of America Merit Awards nominee
2005 - 2009	CCAD scholarship recipient