

# Kenneth "Cen" Snyder

GRAPHIC DESIGNER/Jr. WEB DESIGNER

719•439•0681 (call or text)  
cen@cendigram.com  
3421 W Kiowa St  
Colorado Springs, CO 80904  
Portfolio: CenDiagram.com

## STRENGTHS

**5+ years of Professional Design experience** including Logos, Branding, Vinyl Wraps, Marketing Material, Apparel, Social Media Content, Training Videos, and Websites.

**2+ years of Professional Web Design experience** including coding in HTML/CSS and with programs such as Wordpress, Elementor, Shopify, and Gem Pages.

**4+ years of Account Representative experience** developing and maintaining customer relations across multiple accounts; project management.

**22+ years of Customer Service experience** serving multiple diverse customer bases.

**Self Motivated** with a proven ability to work efficiently with or without direct supervision; able to prioritize and meet deadlines.

**A Quick Learner** with a pleasant and calm personality, good communication skills, and a passion for graphic and web design.

## RELEVANT PROFESSIONAL EXPERIENCE

### Graphic Designer

**Ink Monstr Custom Graphics and Printing • 2020-2021**

I was hired at Ink Monstr as a production designer where my duties included preparing projects for print, original design work, maintaining project timelines, and communicating with clients via email, face to face, and over voice and video calls. Shortly thereafter I was also tasked with a complete rebuild of the company's website including a move from Wordpress to Shopify and the expansion of our direct to customer sales lines.

### Responsibilities

- **Graphic Design** - working directly with clients to produce vinyl wraps, marketing materials, logos and branding collateral, apparel, signage, stickers, and more.
- **Web Design** - the creation of a new company site including home page, product pages, services pages, customer forms, realistic product mock ups, and more.
- **Client Relations** - developing and maintaining client relations with ongoing accounts.
- **Advertising Content** - both in house and for clients, including social media ads, signage, print ads, flyers, and more.
- **Designing Vinyl Wraps, Decals, and Signage** - including wraps and decals for multiple vehicle types as well as walls, windows, doors, floors, and table tops. I also designed stickers, labels, flags, signs, and banners.

### Graphic Designer • Office Manager

**Evident Enterprise/Evident Printing • 2018-2020**

I began my professional relationship with Evident as a freelance graphic designer and quickly moved to working full time from their print shop. The projects I worked on include designing vinyl vehicle wraps, logos and branding for small companies, and apparel/embroidery design. I also helped built out the company's new website in the summer of 2019. Later that year I was asked to take on the responsibilities of Office Manager where I oversaw daily operations, managed projects, and maintained client relations with multiple accounts.

### Responsibilities

- **Graphic Design** - working directly with clients to produce vinyl wraps, marketing materials, logos and branding collateral, apparel, websites, and special installations.
- **Web Design** - the overhaul of a bare bones site along with new product and service pages, writing site copy, taking and editing pictures, and more.

Continued on next page.

## SKILLS

Graphic Design

Web Design

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Microsoft Suite

Google Docs Suite

Client Relations

Communications

Adaptability

Apperception

## HIGHLIGHTS

Vector realistic artwork feature in the Design as Art show at The Machine Shop in 2019  
[cendigram.com/Pages/vectors.html](http://cendigram.com/Pages/vectors.html)

Received a Student ADDY award for work done on a company branding project.  
[cendigram.com/Pages/outdoors.html](http://cendigram.com/Pages/outdoors.html)

Served on the Board of Directors for CAMES, the Colorado Association of Medical Equipment Services.

# Kenneth "Cen" Snyder

GRAPHIC DESIGNER/Jr. WEB DESIGNER

719•439•0681 (call or text)  
cen@cendiagram.com  
3421 W Kiowa St  
Colorado Springs, CO 80904  
Portfolio: CenDiagram.com

## PROFESSIONAL EXPERIENCE - CONTINUED

### Graphic Designer • Office Manager

Evident Enterprise/Evident Printing • 2018-2020

#### Responsibilities Continued

- **Client Relations** - developing and maintaining client relations with ongoing accounts.
- **Custom Apparel** - from the initial design meeting with clients, creating the graphics and/or digitizing the design for embroidery, to utilizing the printing and embroidery equipment to produce the final garments.
- **Designing Vinyl Wraps, Decals, and Signage** - wraps for multiple vehicle types as well as walls, windows, doors, floors, and table tops. I also designed stickers, magnets, tents, table cloths, flags, and banners.

## ADDITIONAL PROFESSIONAL EXPERIENCE

### Warehouse Manager

Denver Hardwood • 2021-Current

During the Pandemic I accepted the role of Warehouse Manager for the Colorado Springs location of Denver Hardwood, a hardwood flooring wholesale distribution. For this position I over saw the daily activities in the warehouse including inventory receiving order routing, and managing a team of 2-3 employees.

#### Responsibilities

- **Inventory Management** - receipt, inspection, storage, inventory counts.
- **Employee Supervision** - oversaw daily activities of a team of 2-3 employees.
- **Shipment Routing** - pulled and prepared daily orders, ensured all orders were received in a timely manner.
- **Warehouse and Inventory Organization** - over hauled storage and product organization, including implementing new inventory tracking system.

### Patient Care Representative • Facility Liaison

Manuel Enterprises DBA Nepenthe Home Medical Equipment • 2015-2018

I was hired in a Customer Service position and quickly promoted to Marketing and Facility Liaison positions managing six large accounts across southern Colorado. During my time with the company I designed all needed business cards, letterhead, training guides, training videos, marketing materials, and other promotional items.

#### Responsibilities

- **Training Videos** - produced a series of training videos including preproduction, scripting, verifying information content, shooting, editing, and producing companion training materials, all on a minimal budget.
- **Graphic Design** - all company marketing materials and branding collateral.
- **Light Web Design** - regular product updates and new product pages.
- **Client Relations** - maintaining customer relationships in a variety of locations.
- **Board Member** - served on the board of directors for CAMES, the Colorado Association of Medical Equipment Services, participated in successful lobbying efforts to impact Colorado State Regulations.
- **Training** - conducted regular in-services for care facility staff and other clients.
- **Marketing** - direct to client service and sales, delivery, on going service.

## EDUCATION

Completed High School Education. Graduated from The Hope School in 2002.

Currently enrolled in Multimedia Graphic Design Program at Pikes Peak Community College. Maintaining a 4.0 GPA.

Participation in 4-H Club, activities included more than 2 years in baking, candy making, sewing, and regular project presentations.

## REFERENCES

### Laura Schnarr

Partner/Director of Strategy, Neon Pig Creative

719•351•7435

### Les Zyla

Head Designer, Ink Monstr

720•205•3040

### Leo Lopez

Production Manager, Evident Enterprise

719•460•0790

### Gil Datz

CEO/Founder, UZU Media

719•660•7936

### Douglas Coleman

Head of the Board of Directors, CAMES President, Major Medical

970•227•6285