

SONJA SNOEYINK

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EXPERIENCE

UI/UX DESIGNER & CONTENT EDITOR

Freelance (Remote & Contract) | 2017 - Present

- Lead digital design projects from concept to development using a fusion of traditional UX Strategy and Growth-Driven Design
- Plan, design, and build fully-responsive and pixel perfect websites while adhering to brand standards
- Create design solutions optimizing the web architectures for navigability and accessibility
- Solve conversion issues for small to medium-sized companies through research, design, and development of landing pages

DESIGNER & FRONT END WEB DEVELOPER

EmoryDay (Remote & Contract) | 2016 - 2017

- Created wireframes and website designs using Sketch, Photoshop, Illustrator, and InVision
- Developed mobile responsive and SEO optimized WordPress themes from scratch based on Photoshop designs
- Designed newsletter templates, ads for Google PPC campaigns, and other digital graphics
- Initiated readability, accessibility, and performance tests

LEAD UI/UX DESIGNER

Vexti Co. (Remote & Contract) | 2015 - 2016

- Coordinated website redesigns to meet unique and industry-specific business requirements
- Directed design meetings with clients and developers to ensure smooth communication throughout the project development process
- Designed research-based UI/UX solutions for websites and applications
- Worked with developers and actively participated in the implementation of designs using CSS, HTML, HTML Slim, and SASS

PROFESSIONAL SKILLS

Responsive web design
HTML5, CSS3
Project management
Prototyping
Adobe Suite
Sketch, Figma
User-centered design
UX architecture
cross-platform design

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Remote experience
Team player
Fast learner
Self-starter

EDUCATION

BA, Finance

Michigan State University
Honors College
Class of 2013