

# Nancy Carolina Flores Snyder

Alexandria, VA 22315  
nancycarolina.snyder@gmail.com

## Summary of Qualifications:

Over fourteen years of design experience in the communications, public relations, advertising, biotechnology, and graphic arts field serving as a Communications Specialist, Historian, Graphics Specialist, Presentation Design and Graphics Specialist, Desktop Publisher, Webmaster, and Graphic Designer. Ability to effectively manage and maintain responsibility for the entire creative process from start to finish, while directing and overseeing methods, practices and techniques of communication, transforming ideas and data into visual information, and coordinating with others in a dynamic environment, often under critical deadlines. Extensive experience in identifying, planning, analyzing, and creating solutions to visual communication materials to present clear messages for all levels of management to solve complex marketing and communication issues. Skilled as a senior level graphic designer and historian with additional experience in research, writing label copies for exhibits, curating historical artifacts, exhibition planning, and design. Expert knowledge in the latest visual design software applications including Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, After Effects, and Lightroom), Microsoft Office products, WordPress, and SharePoint. Secret Clearance.

Art and design exhibitions featured for the following: DC Art All Night – twice featured; Ritz-Carlton Solo Exhibition Artist; Art Soirée Rooftop – three times featured artist; New York City Parallax Art Fair featured artist; Artomatic – twice featured artist; Art Soirée Winter Wonderland – twice featured artist; and Art Soirée Midsummer Night Dream featured artist.

## Professional Experience:

**Transportation Security Administration (TSA)**  
**Communications Specialist, H Band (SV Equivalent to GS 12)**  
**Strategic Communications and Public Affairs**  
**Arlington, VA**

**09/2016 – Present**  
**Hours per week: 40**

## Duties, Accomplishments and Related Skills:

- Conceives and executes strong original graphic concepts and content, that meets exacting agency and customer standards, for use in publications, websites and presentations.
- Planned, designed, and executed a variety of objectives and strategies by providing strategic, technical and creative expertise for the development of products for customers in order to meet project goals; collaboratively worked to create the Administrator's Intent 2020 report; set project priorities, organized work, and ensured all project resources were fully engaged; established project tracking and plans while anticipating risks throughout the project life-cycle; recommended communication products, processes, methodologies, standards, and policies that supported TSA's strategic vision, goals, and objectives.
- Researches subject matter to be depicted and develops creative visual designs, text and products that convey the agency and customers' messages.
- Works with internal and external stakeholders and subject matter experts to determine requirements and develop products to communicate TSA programs, activities, and initiatives to employees and the public.
- Provides specialized guidance and training to peers on topics of 508 compliance, typography, color theory, hierarchy of design elements, layout principles, typography principles, graphic design, branding adherence and consistency, and effective visual communication.
- Conceives graphic media for communicating important subjects and facts in a logical and precise manner; proposed and identified visual solutions to unique, complex graphic communication problems by creating, reviewing, and editing digital and print media to include photographs, digital images, illustrations, graphic designs, infographics, web graphics, posters, printed materials, annual reports, brochures, fact sheets, flyers, online content, social media, motion graphics, interactive media, and charts.
- Designs original products and illustrations, including developing the design and deciding on the specific content of the visual product to meet the client's expectations and applying knowledge of visual arts techniques to translate the subject matter into comprehensive graphics.
- Manages the development, including presentation, text, photo art direction and manipulation, graphic content layout of website content, and publications using graphics and web software.

- Interfaces with external printing organizations to obtain quotes for print products and applies knowledge of print media technology, such as plotters and photo printers to troubleshoot in-house equipment.
- Works closely with the public engagement and strategic communication divisions; serving as a branding champion to support effective and accurate implementation of TSA's branding and marking standards
- Actively working with web, digital, and content teams to deliver brand and policy-compliant visual communications resources onto the Agency external website, social media pages, and other publication platforms.
- Selects an appropriate presentation media for communicating important subject matter and facts in a logical and concise manner after consulting with designated program officials on the objectives of the presentation and its intended audience.
- Manages multiple complex projects against deadlines and works in an integrated environment with writers, editors, program analysts, web designers, media relations, strategic communications, social media, and subject matter experts to determine requirements.
- Employs modern communication principles for effective communication and utilizes digital media technology, including Adobe Creative Cloud, to create content for web, video/multimedia, and social media.
- Identifies opportunities to optimize communication processes, recommending improved techniques to improve performance and streamline project deadlines.
- Ensures all digital motion graphics, and printed projects follow ADA requirements and supports Universal Design.
- Serves as TSA's Historian to preserve the History of TSA by collecting, identifying, preserving, and displaying artifacts related to the history of TSA in order to communicate historical lessons in meaningful, accessible, and multi-faceted ways.
- Manages TSA "Mission Hall," a permanent museum exhibition space at TSA headquarters and TSA's September 11th Memorial Exhibition at the TSIF.
- Responsible for research, selection, and acquisition of appropriate graphic media to produce digital media, motion graphics, and videos to recount TSA's story in Mission Hall.
- Conducts briefings to senior level management on project scope, deadlines, complications, resolutions, and design intents for the lifecycle of the projects to include Mission Hall and visual communication products.
- In consultation with the Office of Property Management and the TSA Historical Advisory Board, conducts appropriate audit reports of TSA's Heritage Assets on a quarterly basis.
- Catalogues historical archives and examines potential artifacts; recommends appropriate display or storage guidelines.
- Collaborates with vendors and TSA's building architect on directing, managing, planning, and designing upcoming exhibitions for the new space debut in 2020.
- Works independently to plan, research, write, and coordinate production of the history of TSA for "Mission Hall."
- Investigates, researches, and defines past events and provides written analysis of these events.
- Provides thoroughly researched and timely professional responses to external and internal historical inquiries.
- Serves as the exhibition designer, writer, and curator of TSA's permanent legacy project, new Mission Hall, to promote and preserve the agency's brand, image, vision, mission, and culture. Planned a thorough examination of TSA's history culminating the agency's transformation from a brand-new agency to an agile security agency.
- Reviews and approves detailed working and construction drawings, fabrication specifications, and graphic files for production; participates in cost estimating and supervises outside vendors working on exhibit graphic design projects.
- Conducts research from all available documentary sources by consulting subject matter experts and produces short narratives detailing each event in TSA history.
- Responsible for making significant contributions on the historic preservation of TSA's history.
- Collaborating with the Office of Information Technology in developing and implementing online solutions for internet, intranet sites using Microsoft SharePoint and current scripting languages, and mobile applications.
- Created digital media graphics that were used for the web and mobile applications, such as the MyTSA app.
- Developing workflows and training personnel on operational usage of Drupal.
- Executing web services projects and initiatives ensuring enterprise-wide coordination and adhering to established policies and best practices.
- Enforcing web design parameters, style guidelines, visual standards, and maintaining compliance with Section 508 Amendment to the Rehabilitation Act of 1973 and Plain Writing Act of 2010 requirements.
- Staying ahead of the latest trends in web design and services, and evaluating those that can be adopted by TSA to enhance its web presence and online services.
- Creating dynamic graphics representing TSA's mission used on external website.

- Compiling monthly Google Analytics reports and implementing solutions based on the findings to enhance the user's experience on tsa.gov.
- Running weekly site improvement analytics for broken links and accessibility problems and applying resolutions to maintain a compliant external website.
- Enforcing web design parameters, style guidelines, visual standards, and maintaining compliance with Section 508 Amendment to the Rehabilitation Act of 1973 and Plain Writing Act of 2010 requirements.

**ASRC Federal DNC  
Graphics Specialist III  
Arlington, VA**

**09/2015 – 09/2016  
Hours per week: 40**

**Duties, Accomplishments and Related Skills:**

- Developed electronic workflows, network, data center, and architecture graphics to support IT enterprise documentation for the agency.
- Prepared new graphics used in internal and external presentations using Photoshop and Illustrator.
- Designed and published the agency's monthly DMWG PowerPoint presentation with collaboration from the various component executives.
- Created dynamic infographics representing EDMO's mission used in executive briefs for the Chief Architect.
- Created new branding guidelines for all documents, presentations, and internal/external websites; and a new logo for the Enterprise Data Management Office that represents the 4 support tasks for the contract.
- Supported the development of contract deliverables and reports by developing and updating graphic presentations to improve the quality and enhance the usability of these documents.
- Developed workflows and project timelines to ensure deliverables are met and goals are achieved for each reporting month.
- Conceived online solutions for internal and external internet sites to improve readership and allow for a streamlined search of EDMO's tools. Advised leadership on web design trends, best practices and online services to enhance current processes.
- Designed and produced dynamic client-focused computer-generated graphics, charts, tables, multi-media graphics and text material for visual presentation or import into proposal documents.
- Trained personnel on operational usage of team collaboration SharePoint sites to maintain established policies and follow best practices.
- Enforced web design parameters, style guidelines, visual standards, and maintained compliance with Section 508 Amendment to the Rehabilitation Act of 1973 on all content management systems.
- Ensured all digital and printed projects follow ADA requirements and supports Universal Design.
- Executed web service projects and initiatives to ensure enterprise-wide coordination.
- Advised the team on themes for major proposals and developed graphic branding guidelines around those themes, working within the corporate design standards.
- Stayed ahead of latest trends in web designs and services; Evaluated those that can be adopted by the agency and that may enhance web presence and online services; Presented to leadership those trends and their possible positive effects on current operations.

**IMRI  
Presentation and Graphics Specialist  
Reston, VA**

**01/2015 – 09/2015  
Hours per week: 40**

**Duties, Accomplishments and Related Skills:**

- Produced complex graphics for presentations, marketing, and communications materials to create an understandable and compelling narrative so decision makers can readily understand strategies and direction for the Department of Commerce First Responder Network Authority (FirstNet).
- Promoted communication and outreach efforts to improve the understanding of multiple projects across the Department of Commerce including press releases, external presentations, and board meeting materials.
- Assisted in writing articles and edited submitted content and web copy posted to the external website.
- Assisted government clients in preparing and improving communications strategies by developing and preparing news material, infographics, success stories and presentations for all levels of management.
- Articulated complex strategic infographics to effectively communicate to audiences with and without business and wireless industry experience and to all levels of the organization.

- Designed and deployed graphical content for internal and external websites using an online content management tool.
- Assisted the webmaster to execute web design parameters, style guidelines, visual standards, and maintains compliance with Section 508 Amendment to the Rehabilitation Act of 1973 on all content management systems.
- Ensured all digital and printed projects follow ADA requirements and supports Universal Design.
- Collaborated with high-level executives and stakeholders to develop and implement online solutions, including mobile applications to inform the public of upcoming events and seminars.
- Collaborated with project managers and stakeholders to discuss long-term project goals and provide graphical materials used in their briefings.
- Kept abreast of the latest trends in web design and services to continually improve readership and drive web traffic to FirstNet.
- Updated and coordinated the agency's internal and external websites with current content and new web pages to enhance web traffic to high profile areas. Ensured content is accurate and presented on the webpage in the most design efficient presentation.
- Consulted daily with clients, program points of contacts to define and identify available resources, time frames, project priority, and informational content.
- Developed project workflows and project timelines to ensure deliverables were met and goals were achieved for each project. Projects ranged from brochures, pamphlets, and PowerPoint presentations to 100-page briefs delivered to Congress and the Department of Commerce.

**Barbaricum**  
**Graphic Designer/Desktop Publisher**  
**Arlington, VA**

**02/2013 – 01/2015**  
**Hours per week: 40**

**Duties, Accomplishments and Related Skills:**

- Rebranded, designed, and published the Semiannual Report to the Congress (SAR), a 150-plus page publication, as well as the six-page Insert which highlighted the DoD IG's goals for the previous reporting period.
- Lead the rebranding and design of the Semiannual Report to the Congress and streamlined the entire process for the most important project in the entire agency.
- Created templates for all reports posted on internal and external websites using InDesign and web design parameters, style guidelines, visual standards, and maintained Section 508 compliance.
- Assisted in meetings with SES staff, communication directors, and directors of various departments to produce project timelines, discuss goals, and strategize ideas for the Semiannual Report to Congress.
- Collaborated with the web team to produce info-graphics for Twitter and Flickr to promote DoD IG's mission.
- Created compelling and dynamic graphics for the SAR that were made into Twitter info-graphics that increased DOD IG's social media views by 133%.
- Provided graphic artistry to support all stages of product development from conception to final production on posters, newsletters, advertisements, flyers, and style guides used throughout the agency.
- Conceptualized, designed, and illustrated marketing campaigns that promote DoD IG Hotline's mission in fraud, waste, and abuse reporting.
- Advised leadership on web design trends, best practices and online services to enhance current processes and to increase web traffic on external sites.
- Trained personnel on operational usage of team collaboration SharePoint sites to maintain established policies and follow best practices.
- Trained personnel on operational usage of Adobe InDesign templates to maintain established policies and follow best practices.
- Ensured all digital and printed projects follow ADA requirements and supports Universal Design.
- Trained personnel and team members on operations usage of content management system for Semiannual Report to Congress.
- Consulted daily with clients, program points of contacts to define and identify available resources, time frames, project priority, and informational content.

**Knowcean Consulting, Inc.**  
**Contract Graphic Designer/Webmaster**  
**Washington, DC**

**12/2011 – 02/2013**  
**Hours per week: 40**

**Duties, Accomplishments and Related Skills:**

- Coordinated directly with a Senior Executive Service (SES) member to update various websites weekly on the Drupal platform.
- Concurrently used the content management system, Drupal, and html-based system, Dreamweaver, to update and maintain accurate data on the Denied Persons List (DPL), Export Administration Regulations (EAR) published rules, and sent out e-mails via the listserv to inform the public of the recent changes.
- Created branding guidelines and applied uniform graphic standards used to create graphics and reports throughout the Bureau of Industry and Security (BIS).
- Lead the design of educational guides and training materials to educate BIS employees on proper usage of video conferencing equipment.
- Compiled Standard Operating Procedures on guidelines for updating content, headed how-to guides on usage of the software programs and trained employees on proper usage of computer systems.
- Trained personnel on operational usage of the content management system Drupal.
- Advised leadership on web design trends, best practices and on-line services to enhance current processes and to increase web traffic on external sites.
- Designed and deployed content for internal and external websites using an online content management tool.
- Assisted the web developer to execute web design parameters, style guidelines, visual standards, and maintained compliance with Section 508 Amendment to the Rehabilitation Act of 1973 on all content management systems.
- Ensured all digital and printed projects follow ADA requirements and supports Universal Design.
- Assisted in meetings with SES staff, communication directors, and directors of various departments to produce project timelines, discuss goals, and strategize ideas to drive web traffic.
- Consulted daily with clients, program points of contacts to define and identify available resources, time frames, project priority, and informational content.
- Kept abreast of the latest trends in web design and services to continually improve readership and drive web traffic to BIS and drive visitors to register for our seminars.

**PMK Associates, Inc.**  
**Contract Graphic Designer/Manager**  
**Alexandria, VA**

**04//2011 – 08/2011; Hours per week: 20**  
**08/2011 – 12/2011; Hours per week: 40**

**Duties, Accomplishments and Related Skills:**

- Lead creative meetings with Program Managers and Account Executives to produce project timelines, discuss goals, and strategize ideas and concepts for marketing collateral used at the events hosted.
- Worked with Program Managers and Account Executives to ensure all materials were designed following specific branding guidelines.
- Lead the design of our branding guidelines for all of the weekly events we held and coordinated with writers and vendors to produce all marketing materials.
- Applied web design parameters, style guidelines, visual standards, and maintained compliance with Section 508 Amendment to the Rehabilitation Act of 1973 on all websites produced for the events.
- Oversaw and created all graphic projects from conception to final production for various clients on posters, banners, newsletters, advertisements, flyers, mailers, postcards, program guides, listserv E-mail blasts, reception signage, landing pages, and website re-designs.
- Kept abreast of the latest trends in graphic and web design and services to continually improve our graphics and drive web traffic to our micro sites created for each event.
- Consulted daily with clients, program points of contacts to define and identify available resources, time frames, project priority, and informational content.
- Developed project workflows and project timelines to ensure deliverables were met and goals were achieved for each client and their corresponding projects.
- Designed and published the agency's monthly newsletter for The Peanut Institute. Coordinated with editors, program managers, and the web team to ensure timely roll out of the monthly newsletter is available in both print and web. Led the design in the redesign of the newsletter and webpage for the newsletter.

- Designed eye-catching visual elements for websites to visually educate viewers on trending topics or new metrics produced by the agency. Attracted new readers by rolling out animated advertisement across various websites.
- Increased visibility of our services by 200%.

**GeneDx**  
**Graphic Designer/Microarray Lead Analyst**  
**Gaithersburg, MD**

**10/2006 – 07/2008; Hours per week: 40**  
**07/2009 – 08/2011; Hours per week: 40**

**Duties, Accomplishments and Related Skills:**

- Developed a data architecture model to standardize the data collection and recording process.
- Developed standard operating procedures to outline the required experiment steps, how data was collected and shared, and how it was measured against quality control factors.
- Created standardized branding guidelines and assisted in visual strategies for booth configuration.
- Lead the design and worked with directors to create graphically compelling scientific posters to present at symposiums and produced layouts for internal and external marketing campaigns.
- Lead the redesign of the agency's website and worked with executives and web developers to create a dynamic website. Increased our sample submission by 150%.
- Rebranded the agency's sample submission forms using InDesign and Quark and trained team members on the proper usage of the template.
- Supervised a team of 6-8 employees and promoted to lead position within one year.
- Managed 70% of active microarray experiments and analyzed raw comparative genomic hybridization (CGH) data in a high-pressure environment to identify and determine disease-related regions and inheritance patterns.
- Trained all workers and research fellows on aCGH microarray setup and analysis. Assisted in the hiring process to ensure new hires were adequately trained with our systems.
- Composed Standard Operating Procedures for the laboratory and microarray processes following Federal regulations.
- Wrote the guidelines on operating the microarray lab and meticulously described the microarray experiments to ensure all team members followed the exact experiment with no deviation.
- Developed project timelines and goals for the team to improve our efficiency in releasing data to our customers. Streamlined and implemented a process which increased our efficiency 200% and cut down our turnaround time by 3 weeks.

**O'Keeffe & Company**  
**Junior Graphic Designer**  
**Alexandria, VA**

**07/2008 – 07/2009**  
**Hours per week: 40 hrs**

**Duties, Accomplishments and Related Skills:**

- Managed several projects simultaneously and worked with minimal direction to meet tight deadlines in an independent manner as well as part of a team.
- Worked with Senior Directors as needed: high-resolution Photoshop work, copy changes, and assisted on any photography shots.
- Created standardized branding guidelines and assisted in visual strategies for marketing collateral used at client's events.
- Stayed ahead of latest trends in web designs and services. Evaluated those that can be adopted by the agency and that may enhance web presence and online services for all of our clients. Presented to leadership those trends and their possible positive effects on current operations.
- Produced complex graphics for presentations, marketing, and communications materials to create an understandable and compelling narrative for our clients to use in their marketing efforts.
- Promoted communication and outreach efforts to improve the understanding of multiple projects across the agency including press releases, external presentations, and meeting materials.
- Designed and deployed graphical and text content for internal and external websites using an online content management tool. Assisted the web designer to execute web design parameters, style guidelines, visual standards, and maintained compliance with Section 508.

**Education:**

University of Maryland College Park, MD

United States Bachelor's Degree 05/2006

Credits Earned: 136 Semester hours

Major: Art Studio; Graphic Design Minor: Cell, Molecular Biology & Genetics

**Language Skills:**

English

Fluent in Spanish