
Natalie Snodgrass

nataliesnodgrass.com
nataliesnodgrass1@gmail.com
(216).255.4204

References available upon request

Education**M.F.A., Visual Communication Design**

Kent State University 2016–2018
Honors: Summa Cum Laude

B.A., Studio Art: Graphic Design Concentration

Cleveland State University 2012–2016
Honors: Summa Cum Laude

Study Abroad, Graphic Design

Camberwell College of Arts,
University of the Arts, London Fall 2015

Experience**Su Mathews Hale Design**

Freelance Designer November 2018–present

Working on a freelance basis on various design work including brand design and visual systems thinking. Work to date has been focused on B2C branding and marketing for consumer products.

Kent State University

Adjunct Professor August 2017–December 2017

Conducted an undergraduate course in design—leading lectures, critiques, and discussions and overseeing all class activities. The goal of this course was to prepare non-design major students for the dynamic and ever-changing state of design practice, as well as to provide them with the communication and technological skills required to converse and work alongside designers.

Google Fonts

Contract Type Designer May 2017–August 2017

Independently contracted to assist in a reworking of the Google Fonts library. Focusing on the Anaheim typeface, which was initiated by Vernon Adams, I worked closely with the Google Fonts team and other contractors to redraw, expand, and perfect the library. Specifically, I corrected and refined shape language throughout the font, expanded the character set, expanded the font to include Semibold, Bold, Extrabold, and Black weights, and kerned all characters.

Kent State University

Graduate Assistant August 2016–December 2016

As a Graduate Assistant in the School of Visual Communication Design, I lectured as an instructor and aided faculty in conducting design coursework for the M.A.-level Concept Development course, which introduced students to processes of ideation and research within the design process.

Museum of Contemporary Art Cleveland

Design Fellow December 2014–August 2015

Worked in-house at MOCA Cleveland with the Marketing team to create designed materials including printed matter such as catalogues, exhibition materials and advertisements; environmental signage; website materials; social media advertising and photography; emails; public and private event material including invitations, branding, mailers, and advertisements; and various promotional materials. Liaised with printers and suppliers and worked with other departments and visiting artists to fill all design needs.

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Experience
Continued

Morgan Conservatory of Papermaking
Studio Intern

June 2015–August 2015

Learned and became immersed in the arts of papermaking, book arts, and letterpress, tended garden of plants used in papermaking, and assisted with workshops. Skills learned include: traditional Eastern and Western papermaking techniques, letterpress printing, bookmaking, paper marbling, and various paper art techniques.

Research

M.F.A. Thesis: *The Designer's Role in Supporting Cultural Representations Through Multi-Script Type Design and Research*
Fall 2018

A thesis exploring the the complex relationship between type and culture, as well as research methods used for creating type design in non-native scripts, specifically looking at opportunities for cross-disciplinary practices between anthropology and type design. A research framework was developed in order to facilitate other designers in creating work in non-native scripts.

Cultural Representation in the Korean Hangeul Script
Fall 2017

Through tracing the invention and evolution of the Korean writing system and its typographic usage, we can see the power type has to influence and shape national, social, and cultural identities.

Honors and Recognition

Form Design Magazine, Issue no. 278
Feature and interview

July/August 2018

International Congress on Visual Culture, Rome, Italy
Presentation of research

June 2018

International Society of Typographic Designers
Membership (MISTD)

2017–present

Cleveland State University
Art Merit Scholarship

2015, 2016

Service and Leadership

AIGA Cleveland State
Vice President

2014–2015

In this leadership role, I was responsible for and helped to organize out-of-town design-related trips, lead meetings, organize workshops with practicing designers, promote graphic design on campus, and build a stronger design community.

Cleveland State University
Education Abroad Mentor

2014

Skills

Type design & typography, Branding & visual systems, Print design, UI/UX, Environmental & exhibition design, Design research, Writing, CMS site building, HTML/CSS, Book arts, Adobe Creative Suite (including AfterEffects, XD), Glyphs, Sketch, InVision, LiveSurface, and more.