APRIL SNIDER

ART DIRECTOR + CREATIVE LEADER

Award-winning art director and creative leader with deep experience in brand, packaging and integrated design.

Builds ideas and scalable systems that balance creative ambition with business needs, leads photography and external creative partners, and mentors designers from concept through execution. Brings hands-on expertise in production, print and prepress to turn strong ideas into work that performs.

717-713-6285

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Carlisle, PA

EXPERIENCE

Ahold Delhaize USA

Art Director, Design Specialist III — 2018 - Present

- Develop creative packaging concepts across private-brand portfolios including Giant, Martin's, Stop & Shop, Food Lion and Hannaford, balancing brand expression, shopper needs and business objectives.
- Lead concept development and presentations for internal clients while maintaining design standards and scalable systems across banners and categories.
- Art direct photography and create detailed shootbooks for external partners, defining composition, props and visual direction.
- Direct external agencies and collaborate with internal creative and cross-functional teams to deliver against aggressive timelines and business expectations.
- Coach and mentor creative peers and oversee production artists on line extensions, helping maintain quality from concept through final production.
- Lead department initiatives including the first Burnout Task Force and implementation of an Internal Agency public relations plan.

We Are Alexander

Art Director — 2014-2017

Embedded on-site with Ahold Delhaize USA in Carlisle, PA. Concepted and executed private-brand packaging, oversaw production through prepress and final-file preparation, created photography shootbooks and art directed photo shoots.

Ferguson Enterprises Inc. — 2010-2014

Designed publications and integrated marketing work for national, regional and local audiences. Partnered with Marketing to concept and execute campaigns, helped establish and promote the in-house design department, storyboarded and art directed photo shoots, and oversaw junior designers.

CORE EXPERTISE

Creative Direction

Brand + Packaging

Cross-Functional Leadership

Team Development

SKILLS

Concept Development

Art Direction

Typography

Production

Print Processes

Communication

Presentations

EDUCATION

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

B.A. in Art,
Concentration in Graphic Design

CUMBERLAND PERRY AREA VOCATIONAL TECHNICAL SCHOOL

Certificate of Completion,
Commercial Art Program

LEADERSHIP, RANGE + THE DETAILS

The work spans brand systems, packaging, print, photography and integrated campaigns. The through line is translating a business need into a clear creative idea, then helping the people and process around it succeed.

ADDITIONAL EXPERIENCE

Al-Anon Family Groups	2008 - 2010
Workin'4U Inc.	2006 - 2007
Radford University	2001 - 2006

AWARDS

Vertex Awards

Silver: Packaged Goods, Banner Brand Chocolate Bars	2025
Bronze: Packaged Goods, The Giant Co. Pistachios	2023
Best of Show: The Giant Co. Craft Beer Co-Branded Campaign	2021
Gold: Co-Branding, The Giant Co. Craft Beer Co-Branded Campaign	2021
Bronze: Body Care Packaging	2019
Bronze: Body Care Packaging	2017

Graphic Design USA

American In-House Design Award, Corporate Identity Programs	2014
American In-House Design Award, Brochures and Collateral	2014

North Carolina Press Association

Second Place: Best Full Color Real Estate Ad	2007
Third Place: Best Real Estate Ad	2007
Third Place: Best Use of Spot Color	2007

Council for Advancement and Support of Education (CASE)

Award of Excellence in design for print	2006
Award of Excellence in design for print	2005

LEADERSHIP

NextUp Anywhere:
Communications Committee
Rising Stars Leadership Program

Cumberland Perry Area Career & Technical Center:
Occupational Advisory Committee

FREELANCE

Virginia Library Association
School of Rock, Virginia Beach
Return to Zero, a film by Sean Hanish
Diane Rainey Photography
The DeClutter Pros
My Media Mom
Techsburg
The Princess Puppy, Danielle Reid
Black Paw Bakery

ABOUT ME

Graphic Designer/Art Director and fun person; likes humor, art, music, pop culture and wine. Self-proclaimed typography nerd who believes bad kerning and clichés have no place in design. Also, a sucker for a great sheet of paper and have been known to hoard sample books.

Ready for the next challenge: leading strong ideas, helping designers grow and making work that makes a difference.