



Karla Snider

I have an incredible love for design! Whether it is on the computer, in the garden or a paint brush in hand-I'm always creating. I believe you can have a wonderful product or service; however, without great design and branding it can not grow.

My career contains a wide range of experience from Fortune 500 accounts to local accounts within the Kansas City area. I have over 29 years of graphic design experience and project management with a BFA in commercial art.

Work Experience

Clear Marketing Design-2007 to Present
Creative Director/full service ad agency.

Metropolitan Community College-2018 to Present
Professor-Longview & Blue River
Graphic Design-Digital Design Applications

Blue Springs School District-2012 to Present
Substitute teacher art.

Karla's Art Camp-2012 to Present
Painting classes all ages. (fb karlasartcamp)

KSD-Karla Snider Design-2002-2007
Freelance

The Kansas City Star
Creative Director/Quality Control 1994-2002

- Project Management-Managed workflow/art department for direct mail division-Star Direct. Clients including: UMKC, Children's Mercy, Thomasville, YMCA, Berbiglia and many more.
- Designed collateral materials including, branding items, newsletters, postcards and catalogs.
- Working closely with copywriters, photographers, U.S. Postal Service, print vendors to achieve final marketing print product.

The Kansas City Star
Graphic Designer/Illustrator 1991-1994

- Produced Print Ad campaigns.
- Hand illustrated product art.



Education

Bachelor of Fine Arts
(Commercial Art) 1991
University of Central Missouri,
Warrensburg, MO

Awards

APEX award
(Awards for Publication
Excellence) Newsletter Category-
Assurant Newsletter-Sales Exchange

Software

InDesign, Illustrator, Photoshop,
Word, Excel, PowerPoint.

Contact me

karla@clearmarketingdesign.com

816.813.1577



Portfolio

www.clearmarketingdesign.com

