

KERRY SNYDER

Developer + Designer
San Francisco | Los Angeles

WORKING

Founder & CXO

@ ÆTHER LLC in Los Angeles, *January 2016*

- designing an augmented reality wearable social network
- designing a streamlined flow for contact entry and recall

Lead Experience Designer

@ SolarCity in San Francisco, *January 2013 - November 2015*

- worked with teams all over the company to understand our greatest challenges and opportunities
- spearheaded the design and development of go.solarcity.com, which distilled our multi-week sales process into a ten-minute online DIY experience
- formed a UX design/front-end development team dedicated to unifying the SolarCity customer experience
- interviewed and hand-selected dozens of developers and designers as we built the front-end/user experience team

Product Manager & UX Designer

@ Disney Interactive in Palo Alto, *February 2011 - November 2012*

- helped to build Disney's new user identity platform, starting at the whiteboard, now with over 300M users
- designed products focused on media discovery, gamification, virtual goods, family shopping, and [secured a patent in online personal integrity](#)

Founding Team Member & Content Strategist

@ Togetherville in Palo Alto, *March 2010 - February 2011*

- was employee number three
- pioneered and launched the first real-identity social media network for kids and their families
- played an integral role in building the company, defining its products, and bringing about its acquisition

Co-founder

@ Third Prime LLC in Portland, *January 2009 - March 2012*

Along with four industrial designers, I founded this consumer and health-related product design firm in my last year of law school. I set up the majority of the company's infrastructure, while also helping to design and fabricate our prototypes and products.

Research Assistant, Intellectual Property Law

@ Lewis & Clark Law School in Portland, *May 2008 - May 2009*

Under the tutelage of the head of the IP department, I explored foreseeable collisions between technological innovation and intellectual property law, specifically with regard to digital music copyrights. I also edited and proofread her newly authored IP law casebook.

Research Assistant, Pharmacology

@ UIC College of Medicine, *1999 - 2001*

Under the mentorship of Professor Babich, I assisted in the endeavor to genetically introduce antibodies into lung cancer cells in order to trigger programmed cell death.

SEEKING

A lean team of gems that asks the hard questions about the big problems, then answers them by building swiftly.*

CALLINGS

- To bridge the widening gap between new tech and the people it can most benefit.
- To learn new skills and tools and apply them to real problems at an alarming pace.
- To get things done optimally with a mindful blend of pragmatism and perfectionism.

MASTERING

Experience Design

- See [UX & YOU](#)
- user research
- user personas
- storyboards & flow maps
- tech audits
- product roadmaps
- interface design
- prototyping
- user testing
- typography & color theory

Web Development

- CSS (my forte) & HTML
- [JavaScript](#)
- [AngularJS](#)
- [RxJS](#)
- Node.js & Express
- [Gulp](#) or [Grunt](#)
- [Github](#), [Heroku](#), [gitflow](#)
- [bash](#) & Atom tuning
- agile dev & scrum
- pair programming

LEARNING

J.D., Intellectual Property

Certificate in Intellectual Property Law

@ Lewis & Clark Law School in Portland, *2009*

Certificate in International Intellectual Property Law

@ Tsinghua University School of Law in Beijing, *2007*

B.S., Mathematics

@ University of Illinois at Urbana-Champaign, *2004*

B.A., Economics

@ University of Illinois at Urbana-Champaign, *2004*

COMMUNICATING

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snapchat [@krry](https://snapchat.com/add/krry)
medium [@krryon](https://medium.com/@krryon)
homepage aesh.me

** A gem is very valuable, highly polished, multi-faceted, impervious to pressure, and very difficult to mar.*