


# Kerry Snyder

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## Summary

- \* 10+ years as Full-Stack Developer, UI/UX Designer, Rapid Prototyper, and DevOps Engineer
- \* Specializing in React, Node.js, CSS, Svelte
- \* Built the world's first DIY home solar energy system collaborative design platform at SolarCity
- \* Conceptualized precursors to Disney+ and Magic Bands at Disney
- \* Pioneered kids and family social networking with Togetherville

My work centers on the intersection of radical creativity, whole being wellness, sustainable practices, systems thinking, and reverence for sovereignty.

## Experience

### **Lead Engineer**

#### Tiny Health

Dec 2020 - Sep 2021 (10 months)

Here I was responsible for developing and maintaining the beta version of Tiny Health's full-stack React/Node web application deployed via AWS Amplify using Lambda functions accessing the MySQL data stores through API Gateway. I worked directly with the product team and the founder, helped to build a dev team, retooled and automated the deployment process with Vercel, assisted with a full refactor and port of the backend from Amplify to Serverless, and fielded a wide range of other dev/eng-related matters and requests involving the Webflow marketing site, the Shopify store.

### **Developer+Designer+Engineer**

#### Atmanautica

Dec 2017 - Present (4 years 11 months +)

As a consulting full-stack developer+designer+engineer, I tend to serve early-stage companies from a wide range of sectors, providing rapid prototyping, web and experience design, full-stack development, and automated deployment of responsive web applications and sites, serving a few clients a year for multi-month or year-long contracts.

### **Majordomo**

#### Arrivo - The Arrival Company

Jan 2017 - Dec 2017 (1 year)

As the first employee, I played a formative role at Arrivo, developing many of our operational strategies surrounding IT, facilities, office management and purchasing, company culture, brand identity, and web presence. In the first year we grew immensely, built a world-class engineering team, and established our Los Angeles headquarters near the Arts District.

### **Lead UX Engineer**

#### SolarCity

Jan 2013 - Nov 2015 (2 years 11 months)

Here I drove progress and coordination among the many arms of a fast growing energy company. As the tech lead on SolarCity Go, I helped us design, develop, engineer, and launch the world's first DIY home solar energy system design experience. In 5 minutes on an iPad, smartphone, or laptop, potential customers could find their roof on a map, design a viable solar system to fit their energy needs, and see the estimated output and savings over the lifetime of the system.



## **Product Manager**

The Walt Disney Company

Feb 2011 - Jan 2013 (2 years)

After our acquisition as Togetherville, we found ourselves in the skunkworks at Disney Interactive, designing and prototyping cross-company platforms and proposals. Some of our projects have since become DisneyID, Disney+, and Magic Bands among other products and services. While here I designed and proposed an augmented reality avatar collection game that presaged Pokemon Go by years.



## **Co-Founder**

Third Prime LLC

Jan 2009 - Mar 2012 (3 years 3 months)

As an IP attorney, I played the foil for four industrial designers in this new product design firm. Among our products I am most proud of our Hope and Healing Hands cart, which provided sterile, healing, hands-on experiences of nature to hospital bed-bound children who were not allowed outside.



## **UX Designer**

Togetherville (acq'd by Disney)

Mar 2010 - Feb 2011 (1 year)

At Togetherville I focused on user experience design and content strategy, driving the product development through user testing and rapid prototyping. We grew quickly and were soon acquired by Disney Interactive.



## **Research Assistant**

Lewis & Clark Law School

May 2008 - May 2009 (1 year 1 month)

During law school I worked with our copyright professor Lydia Loren, proofreading, editing, and refining the fifth edition of her copyright casebook, Copyright in a Global Information Economy.



## **Research Assistant in Pharmacology**

UIC College of Medicine

Jan 1999 - Jan 2001 (2 years 1 month)

Here I assisted with the lab research of Dr. Michael Babich. We experimented with a protein intended to lead osteosarcoma cells to produce antibodies that activate apoptosis.

## **Education**



**Lewis & Clark Law School**

## J.D., Intellectual Property Law

2006 - 2009

Focusing on Copyright, Patent, Trademark, and Trade Secrets particularly in relation to emerging technology, my law school education honed my abilities to reason and communicate, and to navigate the wide world of innovation.



## Tsinghua University

Certificate in International Intellectual Property Law, International IP Law

2007 - 2007

I traveled to the premier university in Beijing to study a very different perspective on intellectual property and how world organizations like the WTO and WIPO make sense of the ongoing dissonance.



## University of Illinois Urbana-Champaign

Bachelors, Economics & Mathematics

2000 - 2004

Thanks to my youth as an effortless overachiever, I received two degrees in four years. I also delved deeply into Computer Science, Philosophy, Latin, Linguistics, and Physics.

## Skills

User Experience • Product Management • JavaScript • Prototyping • Creative Ideation • Responsive Web Design • Cascading Style Sheets (CSS) • Full-Stack Development • Node.js • React.js

## Honors & Awards



### U.S. Patent Grant - USPTO

Jul 2012

While at Disney we achieved a patent for the Dynamic Trust Score for Evaluating Ongoing Online Relationships.

Full text: <https://patents.google.com/patent/US9390243B2/en>