

# Ethan Benson



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## Experience

### CONGA

**Brand Designer** | June 2021 – Present

**Accomplishments & Responsibilities:**

Duties include working with multiple stakeholders and designers in conceptualizing and executing all aspects of brand design, including social assets, digital campaign assets, event assets, internal communication assets, website assets (graphic elements and UI); deck assets and design; print and promotional assets.

Perform quality control reviews on outgoing creative and deliverables.

Collaborate with executive stakeholders in expanding and rethinking brand standards and messaging.

Manage and communicate multiple shifting deadlines.

Maintain organized file structure.

### BRAND IRON

**Senior Graphic Designer** | November 2020 – June 2021

**Accomplishments & Responsibilities:**

In addition to Graphic Designer duties:

Manage task tracking and delegation for a team of three designers.

Improve team and organizational communication by implementing standards for project management tools and file organization.

**Graphic Designer** | June 2020 – November 2020

**Accomplishments & Responsibilities:**

Responsible for all visual design duties in small, fast-paced agency. Duties include visual identity and brand guidelines design; digital product design, prototyping, and hand-off to development team; pitch deck design; print and digital template design.

Perform quality control reviews on outgoing creative and development deliverables.

Work with clients directly and through account managers to understand and execute brand-accurate deliverables.

### CORTLAND

**Graphic Designer | Internal Communications** | Jan 2018 – April 2020

**Accomplishments & Responsibilities:**

Updated entirety of internal documents (alongside team) with new branding including colors, fonts, icons, and logos, resulting in clear, cohesive procedures, policies and communication.

Launched and maintained redesigned intranet making for a single source of truth, ready access to pertinent information and resources, and increased traffic and engagement.

Improved associate engagement by strategizing, conceptualizing, executing, and launching visual identities for internal initiatives.

Improved associate engagement by designing periodic pieces including monthly employee wellness articles and weekly editorial artwork.

## Proficiencies

### SOFTWARE

Adobe CC  
Figma  
MS Office  
Apple iWork  
Google Workspace

### CREATIVE SKILLS

Brand Design  
Marketing Design  
UI Design  
UI Prototyping  
Art Direction  
Layout Design  
Presentation Design  
Copy Writing

### PROFESSIONAL SKILLS

Project Management  
Multitasking  
Quick Learning  
Self-Starting  
Collaboration  
Written & Verbal Communication  
Remote Work

## Education

**The Art Institute  
of Colorado**

**2011 – 2014**

BA in Web Design  
and Interactive Media