Ethan Benson

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Experience

CONGA

Brand Designer | June 2021 – Present

Accomplishments & Responsibilities:
Duties include working with multiple stakeholders and designers in concepting 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
- Procreate
- 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