Jason **Bennett**

Graphic • Web • Interactive Design • Illustration • Video   www.jasonbennettmultimedia.com

PROFILE

Creative, dedicated, well organized professional with a background in graphic/web design and multimedia project development. Effective at adapting to the rapidly changing needs of a company.

SKILLS

Software: Adobe Illustrator CC, Adobe Photoshop CC, Adobe Premiere CC , Adobe Dreamweaver CC, Adobe Animate CC, Adobe InDesign, Adobe After Effects, Adobe Premiere, Microsoft Office (Word, Excel, Powerpoint, Publisher), Adobe XD.

Content Management Systems: Wordpress, iMIS, Shopify, Woo Commerce, Click Funnels.

Scripting Languages: HTML5, CSS

Additional: Strong written and oral communication skills. Excellent creative problem solving and time management skills. Exceptional photo retouching and image manipulation skills. Experience in UI/UX design across all platforms, specifically desktop and mobile.

PROFESSIONAL EXPERIENCE

TOPS Club, Inc.
Graphic Web Designer   *7/2019 – Present*

Responsible for creating and maintaining web page content for company website utilizing IMIS CMS – providing HTML/CSS coding as needed. Provide monthly creative content updates to the website and individual web-pages within the site. Create unique graphic content for all digital projects. Also provide design and ad layouts for company's award winning bi-monthly print magazine *TOPS News*.

Noted achievements include:
- •. Redesigned new look for the company website and informational print materials (ie; signage, brochures, etc). Establishing a consistent brand identity across digital and print.

- • Designed members only website user resource page dashboard with a functional weight tracker, activity tracker and BMI index calculator.

MARGLE MEDIA, LLC   Milwaukee, WI   *12/2018 – 3/2019*
Web Developer

Responsible for creating as well updating and maintaining agency's client websites, ecommerce storefronts and internal websites. Utilized content management platforms such as Wordpress, Shopify, and Woo Commerce. Created all digital design assets and provided the necessary HTML/CSS coding as needed. Also provided audits of existing websites (internal and client-based) giving insight into best practices, usability and functionality.

BON TON STORES, INC   Milwaukee, WI   *2/2010 – 6/2018*
E-Commerce Designer

Responsible for conceptualizing and designing web site creative including page gateways, interactive ancillary pages, banner ads, homepages and other digital assets with HTML/CSS coding as needed. Also produced 20-30 mobile responsive company emails a week for all 7 store nameplates: Boston Store, Bon-Ton, Bergners,

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Herbergers, Elder-Beerman, Younkers, and Carson's. Design lead on several substantial projects for the company including an in-store digital touch screen kiosk, interactive site content, digital ad campaigns, microsites, web pages, and mobile content. Also photo art directed photography shoots for ecommerce (website & email).

HATCO CORPORATION   Milwaukee, WI   *3/2007-3/2009*
E-Marketing Specialist
Worked with Advertising Manager, Sales & IS team to develop internet and E-Marketing strategies including but not limited to product and tradeshow specific microsites and E-newsletters utilizing HTML/CSS when needed. in addition to promotional print media – including invites and posters. Responsible for producing all of company's product and tradeshow videos from conception to final production (including script writing, shooting, editing, animation, as well as post production sound and music). In addition, was responsible for making all videos available in various formats including DVD, integration into interactive CDs, and streaming web video. Responsible for all animation utilized in company presentations, e-cards, interactive CDs, Microsites, E-Marketing campaigns, and video. Responsible for updating and maintaining company's main web site

MORE THAN REWARDS, LLC   Milwaukee, WI   *9/2003-3/2007*
Graphic/Web Designer
Development, from concept to final production of design, interface, navigation and functionality of company and client internet/intranet web sites and web pages. Creation of logos and print/web ready artwork for company and clients, successfully establishing consistent print and web identities.

FREELANCE   Milwaukee, WI   *9/2003-present*
Graphic/Web/Multimedia Designer
Create various web/graphic and multimedia design projects including banner ads, logos and complete websites. Clients include, but not limited to: Friends of Celiac Disease Research, Inc., Acura of Brookfield, Erik of Norway Salon & Spa, Harman Products, Inc., and Symbiont.

(Selected works can be made available per request)

EDUCATION
A.S., Multimedia, ITT Technical Institute, Greenfield, WI
GPA: 3.72 with perfect attendance. Member of the National-Vocational Technical Honor Society