



# BEN SHADDEN

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## SKILLS

### Adobe Creative Cloud

Illustrator, Photoshop, InDesign

### Video Editing

DaVinci Resolve, Premier Pro, After Effects, iMovie

### Digital Art

Procreate

### Web Design

Wordpress, Divi, HTML, CSS

### Social Media

Instagram, Facebook, TikTok, YouTube, Twitch, Twitter, LinkedIn

### Google Workspace

Docs, Slides, Sheets, Forms

### Microsoft Office

Word, PowerPoint, Excel

## HONORS

IMC Leadership in Design Award

SEJC 2021 2nd Best Magazine Designer

SEJC 2021 3rd Best College Magazine

SEJC 2022 4th Best College Magazine

UWA President's List

UWA Marketing Club President

UWA Trustee Leadership Scholarship

Blue Key Honor Society

Lambda Pi Eta Honor Society

Delta Chi Sir Edward Coke Award

## CERTIFICATIONS

DaVinci Resolve

Google Analytics

Hootsuite

Hubspot

## EDUCATION

### The University of West Alabama: Bachelor of Science

Integrated Marketing Communications: Graphic Design Track

- December 2022

### IGR-IAE Rennes: International Short Program

“Le Management du Futur”

- Summer 2022

## EXPERIENCE

### Graphic Designer

GROWIN' ADVERTISING

2021 - PRESENT

- Create and design weekly social media graphics to build brand recognition and promote marketing campaigns for 15-20 clients
- Develop logos, brand systems, and brand guidelines to demonstrate design principles, typography, and layout standards
- Develop and design websites using Wordpress and Divi
- Design and illustrate event flyers, display banners, apparel, merchandise, and 1 billboard
- Create promotional videos using DaVinci Resolve
- Craft collateral material

### Editor-In-Chief, Lead Designer

ZONE MAGAZINE

2020, 2021, 2022

- Led and directed the ZONE team in producing and distributing over 2,000 copies each year
- Designed a style guide for the 2020, 2021, and 2022 edition of ZONE
- Conceptualized, photographed, and designed the cover art each year
- Created graphic elements and page layout templates
- Created 16 promotional posters and two promotional videos for athletic events

### Team Lead

“MAX THE VAX” CAMPAIGN

2021

- Led and directed the campaign, promoting COVID-19 vaccinations to faculty and staff of the University of West Alabama
- Wrote and illustrated 14 weekly promotional comic strips
- Created campaign branding and collateral material
- Increased vaccination rates by 82% over the 5 month campaign

### Communications Specialist

UWA DEPARTMENT OF COMMUNICATIONS

2020-2022

- Designed t-shirts, flyers, and promotional material for the department
- Designed and illustrated decorative artwork for department spaces
- Assisted students working with Adobe Creative Cloud