

# BENJAMIN SHADDEN

 BENSADDEN.COM  SHADDENBR@GMAIL.COM  BENJAMIN SHADDEN

## EXPERIENCE

### Senior Creative Designer

DC&CO

AUG 2024 - PRESENT

- Redesign website architecture and user interfaces in Figma to elevate overall UX and UI, communicating the user journey through wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes to ensure brand consistency across 30+ pages and deliver a cohesive, intuitive experience across desktop, tablet, and mobile.
- Drive brand awareness and elevate user engagement for 20+ corporate and startup clients in cyber security, MedTech, life science, and other various industries by delivering high-impact visual designs.
- Develop key marketing assets, including videos, SVG animations, and motion design collateral for advertising campaigns and social media reels, strengthening brand storytelling and engagement across platforms
- Develop engaging tradeshow booths and brand experiences by leveraging high-quality imagery, large-format printing, and diverse material to enhance brand recognition and customer engagement.
- Elevate complex concepts into impactful visuals by producing high-quality, story-driven illustrations focused on abstract representation.
- Adapt and apply brand identity systems using design thinking methodologies to lead user-centered product ideation and feature enhancements, resulting in cohesive, on-brand, and impactful user experiences.
- Strengthened team performance and creative output by actively leading creative direction and promoting brand unity to a collaborative feedback culture, fostering continuous design improvement.

### Graphic Designer

GROWIN' ADVERTISING

JUNE 2021 - MAY 2025

- Expanded the reach of 25+ clients social media through data driven marketing strategies, achieving a monthly average of over 400,000 impressions with engaging paid graphics and short-form video content.
- Achieved a remarkable 28% month-over-month increase in digital ad conversion rates by conceptualizing and producing engaging, SEO-driven graphics, driving significant growth in customer acquisition and engagement.
- Elevated brand recognition and illustrated design principles, typography, and layout standards through the development of logos, brand campaigns, display ads, icons, and digital banners.
- Ensured visual excellence by meticulously retouching, editing, and color-correcting images, meeting and surpassing desired specifications.
- Oversaw the crafting of collateral materials and consistently delivered day-to-day design solutions, demonstrating a proactive and versatile approach.

### Web Designer

TRAVEL TECH MANAGED IT SERVICES

OCT 2023 - OCT 2024

- Pioneer the growth of Travel Tech's web services division, focusing on consistent expansion and customer satisfaction.
- Lead end-to-end development and maintenance of SEO-driven marketing websites, upholding high design and product quality standards using WordPress, Webflow, and Divi.
- Leveraged CSS & HTML expertise to craft custom wireframes, style guides, and webpage layouts, enhancing user flow and optimizing overall user experience.

## SKILLS & SOFTWARE

### Adobe Creative Cloud

Illustrator, Photoshop, InDesign

### Video & Motion Graphics

Premier Pro, After Effects, DaVinci Resolve, iMovie, CapCut

### UX/UI Design

Figma

### Illustration

Procreate

### Web Design

Wordpress, Webflow, Divi, HTML, CSS

### Social Media

Instagram, Facebook, X, TikTok, YouTube, Twitch, 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 Certified Training

Google Analytics Individual Qualification

Hubspot Social Media Marketing

Hootsuite

## LANGUAGE

ENGLISH - Native

FRENCH - Intermediate

## EDUCATION

### The University of West Alabama

Livingston, AL

BACHELOR OF SCIENCE: INTEGRATED MARKETING COMMUNICATIONS

- Graphic Design Focus
- Graduated Magna Cum Laude (GPA 3.89)

### IGR-IAE Rennes

Rennes, FR

MANAGEMENT DU FUTUR (THE FUTURE OF MANAGEMENT)

- International Short Program

