



# BENJAMIN CANNON

graphic designer

PHONE	438.389.8389
WORK	bencannon.design
EMAIL	hi@bencannon.design

## FOCUS AREAS

- Digital Design
- Print Design
- Packaging
- Identity/Branding
- Copy Writing
- Digital Marketing
- Motion Graphics
- Typography
- Illustration
- Photo Retouching
- Video Editing
- Social Media

## EMPLOYMENT

### **Dogs Naturally** • Fully Remote — Thornton, ON

#### *Brand Designer* ————— 2021 – Present

- Created identities for two new brands and product lines while overseeing expansion and evolution of two existing brand verticals.
- Saw across the board increases in engagements while owning entire email marketing operations from copy to conception to development.
- Managing junior designer and vendors to support design team operations.
- Making 3D product mockups to develop more dynamic creatives.
- Helped launch 10 products and refreshed packaging for 20+ SKUs as well.

### **MindGeek** • Montréal, QC

#### *Advertising Designer* ————— 2020 – 2021

- Creating pixel-perfect banners and graphic content for a diverse portfolio of high-traffic websites.
- Expert-level Photoshop image retouching and manipulation.
- Applying storytelling and user-centered design methodologies to create unique experiences.

### **Galerie au Chocolat** • Saint-Laurent, QC

#### *Graphic Designer* ————— 2019 – 2020

- Redesigned packaging for two existing product lines (each over 15 SKUs) to carry brand forward by maximizing customer appeal and increasing retail shelf navigation.
- Conceived packaging ideas and digital renderings of proposed products for external client presentations.
- Created advertising for web and print, in addition to polishing sell sheets for enhanced retail partner promotion.

### **Academy of Nutrition and Dietetics** • Chicago, IL

#### *Manager, Graphic Design and IT* ——— 2017 – 2019

#### *Specialist, Graphic Design and IT* ——— 2013 – 2017

- Created the role of in-house graphic designer and technology point-person for credentialing body serving 100,000+ members.
- Transformed team's marketing approach from passive to active, initiating successful campaigns across web, print, social, and video.
- Improved user experience by journey mapping, wireframing, iterating, and implementing a more intuitive, friendly UI on website & mobile app.
- Managed successful operation of website, editing content, creating new pages, and refining strategies for improved communication.
- Oversaw large-scale email marketing campaigns, which often led to two-fold increases in weekly website traffic and conversions.

## EDUCATION

### **Columbia College Chicago**

#### *Bachelor of Fine Arts*

Graphic Design, 2013

## TECHNICAL SKILLS

#### • Adobe Creative Suite

- Photoshop
- Illustrator
- Dimension
- After Effects
- InDesign
- Premiere Pro
- Lightroom

#### • Fluent English

#### • Intermediate French

#### • Copywriting

#### • Klaviyo

#### • Shopify

#### • HTML

#### • CSS

#### • WordPress

#### • Microsoft Office

#### • HTML & CSS

#### • Wordpress

#### • JavaScript

#### • Procreate

#### • Blender

#### • Figma

#### • GSuite

#### • MacOS

#### • Windows