

BENJAMIN CANNON

graphic designer

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FOCUS AREAS

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

EMPLOYMENT

Dogs Naturally • Remote — Longueuil, QC

Brand Designer — 2021 – 2024

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

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