

Scott Benes

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Technical Skills

Languages: HTML5, CSS3, SASS, working knowledge of JS, PHP, MySQL, JQuery
Software: Adobe CS/CC – Photoshop, Illustrator, InDesign, Sketch, InVision, Axure, etc.
CMS: WordPress
E-Commerce: Volusion, Woo-Commerce, Big Commerce
SEO: Optimization, Analytics, AdWords, AdSense
Frameworks: Bootstrap

Experience

Ignidus, Carlsbad, CA 4/ 2018

UI/UX Designer

- Identify problems and propose solutions to improve the user experience of web based and mobile applications
- Work closely with product owners/managers to define the user experience for new feature sets
- Deliver wireframes, mockups and prototypes
- Conceptualize, design and mock-up high-fidelity interfaces across all viewports
- Collaborate with development team to integrate designs

Fluent, Encinitas, CA 2017 – 2018

Front-End Developer

- Website and landing page development using Bootstrap, HTML5, CSS3, JavaScript.
- Docker, Git, CodeKit, Sublime, Imgix

Lead Genesis, Las Vegas, NV 2016 – 2017

Creative Director

- Landing page design/development, A/B testing, split testing, conversion rate optimization.
- B2B/B2C email campaigns – design, develop, deploy.
- Responsive design, development, and maintenance of company's websites using WordPress, Bootstrap, HTML5, CSS3, PHP, JavaScript, JQuery.
- UI/UX design for company's custom CRM software.

Elements Behavioral Health, Long Beach, CA 2013 – 2016

Senior Web Designer

- Responsive design, development, and maintenance of company's network of websites using WordPress, Bootstrap, HTML5, CSS3, PHP, JavaScript, and JQuery.
- Responsive design and development of landing pages for Google, Yahoo, and Bing pay-per-click ad campaigns.

CRC Health, Cupertino, CA 2009 - 2013

Web Designer

- Design, development, and maintenance of company's numerous web properties using WordPress, Bootstrap, Joomla, HTML5, CSS3, PHP, JavaScript, and JQuery.
- SEO for new and existing websites leveraging best practice optimization techniques and monitoring performance with Google analytics.

- Design and development of landing pages for Google, Yahoo, and Bing pay-per-click ad campaigns. A/B split testing using Google Experiments.
- Design of quarterly newsletters and email blasts using MailChimp and Constant Contact.

Aspen Education Group, Cerritos, CA

2005 - 2009

Web Designer

- Design, development, and maintenance of company websites using HTML, CSS, PHP, and JavaScript.
- Onsite SEO for new and existing websites leveraging best practice optimization techniques and monitoring performance with Google analytics.
- Design and development of landing pages for Google, Yahoo, and Bing pay-per-click ad campaigns.

Solvere, San Clemente, CA

2002 – 2005

Web Designer/Graphic Designer

- Design, development, and maintenance of company website using HTML, Flash, and JavaScript.
- Design magazine ads and online banner ads using Photoshop, InDesign, and Flash.
- Design printed corporate marketing materials, logos, and direct mail pieces using Photoshop, Illustrator, and InDesign.
- Design of large tradeshow booth using Photoshop and Illustrator.

Interactive Solutions Corporation, Irvine, CA

2000 – 2001

Graphic Designer

- Design gaming interfaces using Photoshop and Illustrator.
- Design and development of promotional CD-ROM using Director and Flash.
- Design company’s printed marketing materials, logos, and packaging using Photoshop, Illustrator, and PageMaker.

Education

Platt College – AA Graphic Design, Certificate in multimedia

Zend – PHP I - Fundamentals

New Horizons – Advanced Flash

Training Connection – PHP, MySQL

Online Portfolio

www.scottbenes.com