



Randall Benton

graphic designer

1617 Cleveland St.
Clearwater, FL 33755

Phone: 727-798-5549

Email: wrck2007@yahoo.com

Portfolio: bentondesign.net

SUMMARY:

- With over 20 years of professional experience, established a proven track record for developing and implementing effective, high-impact design strategies that continually achieve successful results.
- Create results-driven design solutions to increase profits for customers, maximize account retention, and develop a personal reputation as a go-to designer with the talent and drive to achieve project objectives.
- Proven ability to manage large-scale design projects from concept development through design and publication.
- Key member of a world-class design team.

CORE COMPETENCES:

- Graphic Design
- Marketing & Branding
- Concept Development
- Project Management
- Logo Development
- Web Graphics
- Strategic Planning
- Ad/Brochure Development
- Client Relations
- Photo/Image Manipulation

TECHNICAL SKILLS:

- Adobe InDesign CC 2019
- Adobe Photoshop CC 2019
- Adobe Illustrator CC 2019
- Adobe Premiere Pro 2020
- Adobe After Effects 2020
- Adobe Acrobat Pro DC

EMPLOYMENT:

Senior Graphic Designer

Nucleus Production Solutions, Tampa, FL (2011-Present)

Responsible for managing the entire creative services workflow, from concept development and design through to preproduction, file preparation for print and interactive vendors. Every demand-generation campaign must support a high degree of personalization to produce maximum response and results, while also being 100% accurate every time to drive traffic to the correct sales channel at the optimum time.

In addition to the curation of imagery, typography, and color palette for all campaigns, I also create memorable corporate and campaign identity designs for a large and ever expanding client base. All campaigns are designed to be highly repeatable, cost-conscious and customizable for agile response to market and competitive demands.

Leveraging elite technical skills, my long standing creative history, inventive message development and highly-detailed organization I produce successful campaigns that generate high sales volume on a short timeline and tight budget.



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Graphic Designer

Jacobs Technology, Tampa, FL (2007 - 2011)

Original member of this Fortune 500's groundbreaking design team that launched six unique, customized regional magazines, in ten languages, for worldwide distribution in cooperation with the U.S. Air Force. Played a key role in the extraordinary success of this innovative project by:

- Researching specific geographic regions, cultures, and histories to identify target audiences.
- Determining overall look, content, theme, and feel of each magazine depending on region and culture; designing mastheads, features, department heads, table of contents, color palette, and fonts.
- Working one-on-one with translators to guarantee the accuracy of each magazines content.

Aided in the creation and development of the new corporate logo. Designed graphics to promote company initiatives and programs. Worked with internal departments to identify business requirements and formulate design strategies.

Graphic Designer

Wellcare Health Plans, Inc., Tampa, FL (2007)

Instrumental in the complete re-branding of the company's corporate identity including all print, web, and collateral materials. Contributed to the streamlining and combination of specialized product and services line, which helped increase mailable products by more than 145% while adhering to budgetary guidelines.

Created and managed a large Photoshop database that was used for all new corporate advertising and promotional materials. Designed a large range of materials including posters, brochures, magazine ads, and direct marketing mailers.

Performed photo retouching, color-correcting, sizing guidelines, and uploading files for print production.

Graphic Designer

PrimeNet Direct Marketing Solutions, Inc., Clearwater, FL (2005 - 2007)

Helped establish an in-house design team to provide innovative and effective direct marketing solutions to clients.

Specialized in the creation of marketing materials with expertise in the areas of automotive, educational, financial, retail, and franchise verticals.

EDUCATION:

Art Institute of Pittsburgh, Pittsburgh, PA

- Specialized Diploma in Digital Design
- Associates Degree in Visual Communications