

Randall Benton

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[Portfolio](#) • [LinkedIn Profile](#) • Clearwater, FL

Graphic Designer

Creative, versatile professional with over 15 years of experience elevating brand identities through strategic design thinking and exceeding client expectations through keen attention to detail across print and digital media environments.

Noted for managing complex creative workflows from concept development to production while simultaneously maintaining 100% accuracy across multiple high-profile campaigns for both regional and global distribution. Adept at curating comprehensive visual systems, including typography, color palettes, and imagery to strengthen brand recognition, traffic to sales channels, and revenue generation across diverse industries. Skilled in collaborating with cross-functional teams and vendors, and implementing robust strategic plans to transform client requirements into engaging visual narratives for print and digital platforms. Team player; dedicated to utilizing a blend of Adobe Creative Suite proficiency, artistic vision, and problem-solving skills to develop eye-catching designs.

Areas of Expertise

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| <ul style="list-style-type: none">• Print & Digital Ad Creation• Brand Identity Development• Publication Design & Layout• Photo Editing & Manipulation• Creative Workflow Management | <ul style="list-style-type: none">• Typography & Color Theory• Corporate Logo Development• Motion Graphics & GIF Creation• Client Relationship Management• Team Collaboration & Leadership | <ul style="list-style-type: none">• Visual Storytelling• Concept Development• Multi-platform Content Design• Project Lifecycle Management• Strategic Visual Communication |
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Professional Experience

Graphic Designer | Tampa Bay Newspapers – Largo, FL

2022 – Present

Accelerate client satisfaction and advertising effectiveness by partnering one-on-one with sales staff to produce compelling print and digital ads, including animated GIFs, using strong teamwork and interpersonal capabilities.

- Delivered high-impact print and digital advertising across nine award-winning publications spanning three counties, supporting a monthly distribution of over 190K copies.
- Expedited ad placement and creative delivery by leading classified ad production across both print and online channels.
- Boosted visual engagement by designing dynamic covers and custom logos for more than 36 annual special editions.
- Guaranteed consistency and visual clarity by managing all aspects of photo sourcing, processing, and manipulation.

Senior Graphic Designer | Nucleus Production Solutions – Tampa, FL

2011 – 2022

Drove brand consistency and elevated campaign effectiveness by coordinating and streamlining end-to-end creative workflows, from concept development through design execution and timely preproduction. Optimized traffic flow and conversion efficiency by ensuring 100% accuracy in creative deliverables aligned with proper sales channels. Enhanced campaign identity and brand recall by curating and documenting all imagery, typography, and color palettes across multiple high-profile projects.

- Attained optimal client satisfaction by producing corporate and campaign identities aligned with client-approved specifications.
- Strengthened message impact and revenue potential through innovative design techniques and creative organization.
- Maintained quality across print and interactive outputs by managing vendor relationships and production timelines.
- Ensured operational consistency and effective communication by collaborating with a high-performing team.

Graphic Designer | Jacobs Technology – Tampa, FL

2007 – 2011

Directed seamless, end-to-end launch of six customized regional magazines distributed globally by serving as an original member of design team in direct collaboration with USA Air Force. Amplified company branding and internal initiatives by conceptualizing and designing a complete corporate logo system and supporting graphics suite for promotional use.

- Enhanced audience relevance by conducting in-depth research to define target demographics across key geographic regions.
- Shaped editorial and visual impact by managing the look, content, and tone of each magazine tailored to regional needs.
- Increased brand identity and visibility by translating strategic business requirements into cohesive design strategies.
- Improved content accuracy by collaborating closely with multilingual translators across international editions.

Education

Associates Degree in Digital Design | Art Institute of Pittsburgh

Technical Proficiencies

Adobe: InDesign, Photoshop, Illustrator, Premiere Pro, After Effects, Acrobat | **Microsoft:** Word, Excel, PowerPoint, Outlook