



# ERIC BENOIT

GRAPHIC / WEB DESIGNER

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## OVERVIEW:

Focused Graphic/Web Designer with rare balance of creative, technical and analytical skills. Broad portfolio of print and online media with exposure to advertising, branding and marketing.

## PROFESSIONAL ACCOMPLISHMENTS & EXPERIENCE:

### Hotwire Advertising & Web Design – March 2006 to May 2009

#### Senior Web Designer

Progressed from Junior Designer to Senior Web Designer at an award-winning ad agency. Collaborated with teams and worked independently with little or no direction. Managed, organized and prioritized multiple projects. Worked closely with clients to create vision, strategy and creative while consistently meeting deadlines and requirements. Designed and developed websites from concept to completion. Implemented and utilized analytics solutions such as Google Analytics and Crazy Egg to optimize websites. Helped create and implement a marketing strategy that expanded website visitors and conversion rates by 35%.

#### KEY ACHIEVEMENTS AND SKILLS:

- Recommended and produced an interactive model that increased custom orders by 500%
- Increased website traffic 110% through search engine optimization for a client
- Solid print skills with annual reports, catalogs, banners and posters
- Integrated online voting module rose daily visits by 3,000%
- Veteran troubleshooter with a keen attention to detail
- Additional skills in illustration, photography and headline writing

### Creative Consultant – Present

#### Graphic/Web Designer

Work directly with ad agencies, marketing firms, non-profits, startups and B2B companies creating a wide range of strategic and creative projects: website design and development, user interface design for iPhone and web applications, online media campaigns, direct mail and branding.

#### KEY ACHIEVEMENTS AND SKILLS:

- Handcraft standards compliant HTML and CSS
- Expert knowledge of cross-browser and cross-platform issues
- Strong hand skills for comping and producing prototypes
- Dedicated to quality and high-speed production techniques

## EDUCATION:

JOHNSON & WALES UNIVERSITY – Providence, RI

Bachelor of Science, Computer Graphics & New Media Class of 2006 – GPA 3.91

## PROGRAMS (MAC & PC):

Adobe Creative Suite 4 (Acrobat, Illustrator, InDesign, Photoshop, Flash, Dreamweaver), Coda, Sketchup

## WEB SKILLS & KNOWLEDGE:

Analytics, AdSense, AdWords, Website Optimizer, Crazy Egg, Email Marketing, HTML, CSS, SEO, RSS Feeds, PHP, JavaScript, jQuery, Browser Compatibility, ActionScript, WordPress, Social Media

## AWARDS & ACCOMPLISHMENTS:

2009 - New England Emmy Award Nominee: Advanced Media Arts/Entertainment  
2008 - American Public Power Association Award of Merit: Annual Report  
2008 - Smashing Magazine: Modern Web Design  
2008 - Inspiredology: Top 49 Professional and Innovative Websites  
2006 - Computer Graphics & New Media Faculty Award  
2005 - Who's Who in American Universities & Colleges  
2005 - JWU Best Flash Application