BENJAMIN J. GARCIA

SR GRAPHIC & WEB DESIGNER

CONTACT

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SKILLS

Proactive, results-driven graphic designer with a strong marketing mindset, creative problem-solving skills, analytical thinking, and a collaborative approach to achieving effective solutions.

EDUCATION

Digital Design Postgraduate Degree
Universidad de Ecatepec
2014 - 2015 (State of Mexico, Mexico)

Graphic Design Degree
Universidad de Ecatepec
2005 - 2009 (State of Mexico, Mexico)

PLATFORMS & SOFTWARE

Adobe CC
- Photoshop
- Illustrator
- Adobe XD

Smartly IO
- Smartly

Google
- Google Web Designer
- Display & video 360
- Studio

Web
- Html / CSS

Figma

Salesforce
- Marketing Cloud

EXPERIENCE

Senior Graphic & Web Designer / Tennis Canada

April 2023 - Present (Toronto, ON)

- Creation of Display Media Ads, Email Marketing creatives, Social Media organic and Paid Posts to promote, The 2024, 2025 and 2026 National Bank Open in Toronto and Montréal.
- Design and implementation for an end to end Figma based design system to create effective communication for multiple platforms digital and realtime of the promote Player VS Player matches during the National Bank Open in both cities.
- Full Design of the National Bank Open VIP web pages, travel and package pages for National Bak Open official webpage.
- Design and module creation for National Bank Open Official app and onboarding journey and the official Rogers First Set web App.
- HTML 5 Ads for Game Set Equity and Unmatched campaigns to promote and support Tennis across Canada.
- Coaching and follow up for multiple departments and people across Tennis Canada creating learning and tips sessions to ensure the consistency of the brand and give the designers and no designers the ability to create and modify templates as needed in real time to reduce the workload for the Internal Studio department.
- Full development from layout design, user experience, coding and design of imagery for live webpage of Tennis Canada Brand Hub to support internal and external stakeholders to understand the brand and facilitating the finding of Tennis Canada assets.

Digital Media Design Coordinator / Aeromexico

April 2015 - August 2022 (Mexico City, Mexico)

Responsible for leading a team to create, develop & optimize digital ads for display channel including HTML, DCO and Rich Media.

- Building standard and Rich Media creatives based on Master Graphic for display in house campaigns used in different formats such as Parallax, FB an IG carrusel, Masthead for YouTube.
- Designing paid SoMe campaigns running in Smartly with a dynamic feed.
- Constant training of in house design teams in HTML, CSS and Google tools (Google Web Designer, Google Studio) increasing their competitiveness in 50% and promoting innovation.

Key Results

- Increase of reach of unique users by designing and building new sizes and variations of DCO formats in 2018, resulting in a +150% of revenue vs 2015.

Achievements

- DCO full creation for all display campaigns (AO, Venta Azul, Emerging Routes, Buen Fin, Hot Sale, Hot Travel, World Tour and Bank promotions).
- Full creation and design of cache pricing creatives for retargeting campaigns, pioneering beta Google Flights creative integration.
- Enhance internal process in creating DCO farmats, reducing time investment from 2 weeks to 4 days.
- A/B testing in the whole display channels and paid SOME (Display, Facebook, Instagram, Twitter).
- Building and optimizing tailored creative solutions for personalized campaigns.