

BENJAMIN J. GARCIA

GRAPHIC & WEB DESIGNER

CONTACT

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SKILLS

Proactive marketing and professional graphic designer, effective to give solutions, analytical, skilled in negotiation and a strong sense of collaborative work

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

Web

- Html / CSS

Pixologic

- ZBrush

Smartly IO

- Smartly

Salesforce

- Marketing Cloud

Google

- Google Web Designer
- Display & video 360
- Studio

EXPERIENCE

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.

Sr. Graphic Designer, developer in AS2.0 & 3.0

Opentec May 2011 - May 2014 (Mexico City, Mexico)

Responsible for design and programming e-Learning courses for online and virtual Corporate Universities, creating interactive content for educational purposes.

- Develop learning strategies.
- 2D Flash + Edge animator & 2D Illustration characters and scenery for educational content.
- Audio and video edition for Flash and Lectora e-Learning developer.
- Coordinate and train design in house team works.

Key results

- Supporting +8,500 employees implementing strategies to help sports advisors at stores in Mexico and Latin America, reflected an increase in the average customer ticket, from \$800.00 to \$ 1,200.00 Mexican Pesos (MXN), reducing training time from 1 year to 2 months.

Achievements

- Adidas sellers for MX stores.
- Nissan training for car dealers.
- Previta best practices for medical services.
- Polak Group 2D Gaming: Improving internal processes.
- Geep University for Santorini products (epura).
- Banamex training for bank account executives: enhancing customer service.