

# BEN MARXEN

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33 Washington Street • Brooklyn, NY 11201 • 917-744-4407

## Software Knowledge:

• PC and Mac Proficient • Adobe CS4 package • In-Design • Photoshop • Dreamweaver • Acrobat • Encore • Premier Pro • Illustrator • CorelDraw • Quark • PowerPoint • Excel • Microsoft Word • jQuery • HTML • XHTML • CSS • Embedded Web Fonts • Working Knowledge: • 3-D Studio Max • Flash (Actionscript 2,3) • Fireworks • PHP • Ajax • JavaScript • Ruby on Rails • MySQL

## PROFESSIONAL EXPERIENCE:

### Bright Home Theater, New York, NY • Present

Home entertainment and audio / video installation company. Web and Print consultant and design.

#### Key Contributions:

• Concept development • Managed site design and page flow • SEO • Cross browser optimization • Embedded Fonts • Photo enhancement and color corrections • Implemented Google Analytics • Implemented Google AdWords • Form development and processing • jQuery Plugins • Logo design • Business Card Design

### DOLPHIN MICRO, NEW YORK, NY • 2010 (temporary)

Web development upstart specializing in building and maintaining websites; 7 employees. Based in the Conde Nast offices, working along side a seven member development team creating and maintaining websites to help alleviate heavy work flow. Splitting time between Dolphin Micro and Conde Nast projects.

#### Key Contributions:

• Updated day to day content for various websites utilizing Ruby on Rails web framework • Applied enhanced SEO • Site analytics and tracking implementation • Slicing PSD wireframes and converting to HTML/CSS • Form building and validation • JavaScript frameworks • Cross browser configuration and troubleshooting

### JAY-AIMEE DESIGNS, LONG ISLAND CITY, NY • 2001–2009

Specializing in personalized jewelry manufacturing and distribution; 165 employees. Art Director / Graphics Production Manager. Drive 6-member graphic production team to implement creative solutions; project managed all digital production, point of purchase/sales, branding, product development, quality control, font design, jewelry photography, photo retouching, web design, promotionals, order guides, annual reports, and publication design. As art director, I negotiated contracts with print vendors. Interviewed, trained and supervised production designers.

#### Key Contributions:

• Creative director responsible for management of fortune 500 accounts (Wal-Mart, JC Penney, QVC Network) • Boosted sales 10% by developing direct-mail campaigns and advertisements that helped establish branding and improved name recognition • Slashed expenses by 70% by implementing an annual test market brochure in place of physical samples • Spearheaded transition to online store and the company's website development • Provided in-house and off sight graphic designers with mentoring, inspiration, creative direction, and coaching • Implemented training program for all production personnel focusing on quality control, product familiarity, and computer software techniques • Increased digital graphic production 60% by developing innovative methods of mass producing personalized jewelry • Manipulation of automatic computer software systems to accommodate new jewelry styles reducing production time by 80% • Developed new photographic techniques specific to highly reflective jewelry surfaces • Pioneered the development of the digital product library and filing system.

## Career Note:

Experience includes current and prior roles as; **Property Manager** and founder – 33 Washington Street Studios (artist co-op), **Freelance Designer/Consultant** – Eyewash Roaming Art Gallery, **Graphic Design Department Manager** – Golden Graphics, **Web Developer** – Red Betty's Restaurant, **Graphic Design/ Production Consultant** – The Chess Exchange, **Website and Logo Design** – Techgardens.com. **Freelance Jewelry Designer** – PicturesOnGold.com, **Freelance Graphic Artist /Web Designer** – PersonalizedYours.com, **Graphics Production Developer** – Elegant Creations (details available upon request).

## EDUCATION, CERTIFICATIONS & PASSIONS

- **Bachelor of Fine Arts - Design/Illustration** • 1996 • Minneapolis College of Art and Design, Minneapolis, MN
- Certification of Course Completion: **Advanced Dreamweaver Interactive, Flash-Advanced Actionsript 2.0** • 2010 Noble Desktop, New York, NY
- Certification of Course Completion: **Intro to Website Development, Advanced Website Development** • 2010 • Netcom Information Technology, New York, NY
- Completed the **Transitional A** Requirements for New York State High School **Teaching Certification** • 2009 • Successfully completed the following exams: **LAST, ATS-W, CST** (visual arts)
- **3-D Studio Max Advanced Internship Workshop** • 2005 • 3-D Mirage, New York, NY
- **Patent Pending** • 2007 • Composite works of art that incorporate video images within a painting and methods for creating such works.
- **UCON Contemporary Arts Communique** • 2007 • First Place Winner: United Creators Second Annual Online Juried Arts Competition.