

SUMMARY

Innovative and versatile Product and Visual Designer with extensive experience in web, marketing, and print design. A dynamic team player with strong written and verbal communication skills and exceptional interpersonal and collaborative abilities. Highly adept at client relations and thriving in tight deadline-driven environments while adhering to budget constraints. Specializes in the Entertainment, Health, and Financial sectors.

ONLINE PORTFOLIO

GigglechickInteractive.com

SKILLS

- User Experience (UX) Design
- User Interface (UI) Design
- User Research and Testing
- Wireframing and Prototyping
- User Experience Strategy Development
- Design System Development
- User Flow and Journey Mapping
- User Engagement Strategies
- User Retention Strategies
- Design Improvement Implementation
- Feedback Analysis
- Design Documentation
- Collaboration and Teamwork
- Design Consistency Management
- Knowledge of Design Trends
- Knowledge of Best Practices
- SEO Best Practices
- Mobile App Design
- Cloud-based Platform Design
- Data Analysis
- CRO Testing – A/B Testing
- Design Technology Incorporation
- Stakeholder Engagement
- Design Project Management
- Time Management
- Presentation Skills
- Communication Skills
- Problem-Solving Skills
- Mentoring
- Certified Scrum Master

PROGRAMS

Design and Prototyping Tools:

- | | |
|------------------------|------------|
| • Adobe Creative Suite | • Figma |
| • Photoshop | • Sketch |
| • Illustrator | • InVision |
| • Adobe XD | • Canva |
| • Dreamweaver | |
| • InDesign | |

Web & App Development:

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|--------------|-------------|
| • Sitecore | • PHP |
| • HTML/CSS | • WordPress |
| • HTML5 | • Shopify |
| • JavaScript | • UnBounce |

Analytics & Testing:

- GA4 (Google Analytics)
- VWO.com
- Hotjar

Collaboration and Project Management:

- | | |
|--------------|--------------|
| • Trello | • Teams |
| • Monday.com | • Slack |
| • Jira | • Sharepoint |

Productivity Tools:

- | | |
|------------------|--------------|
| • Word | • Outlook |
| • Excel | • PowerPoint |
| • Acrobat Reader | • OneDrive |

EXPERIENCE

HearingLife • Somerset, New Jersey

Digital Designer • December 2021 – Present

- Designed and maintained content for HearingLife.com and the Campaign for Better Hearing websites, including landing pages and paid media.
- Utilized Sitecore for website development and management.
- Collaborated with the global team in Denmark to implement CRO A/B testing (using VWO and Google) to enhance conversion rates.
- Partnered with the Alzheimer's Association and USA Pickleball to design and develop web pages announcing sponsorships.
- Created and designed billboards for the HearingLife and USA Pickleball partnership, overseeing projects from concept to completion.
- Worked with the Marketing Team to develop campaigns that increased brand awareness, lead generation, and reduced appointment "no-shows," resulting in a 2-minute increase in average user time on the website.
- Operated within an agile environment using Trello and Monday.com for project management.

WeCool Toys • Point Pleasant, New Jersey

Senior Graphic Designer • April 2021 – November 2021

- Created presentation decks for subbrands (Compound Kings, Activity Kings, Flidjit, Magic Trace, LumiTek, LumiGlow, Game Kings, Puzzle Kings) and licensed brands (Mattel's Barbie® and Hot Wheels®).
- Produced product renders in Photoshop and Boxshot for inclusion in PowerPoint presentations.
- Supported the ECommerce Team by creating images for Shopify and Amazon, and developing product shots for retail partners including Michael's, Walmart, Target, BJ's, Meijer, and Kroger.

PureRED • Princeton, New Jersey

Art Director • Print and Digital • Freelance

September 2019 – March 2020 • September 2020 – March 2021

- Designed all elements of Chattem/Sanofi AllerLife.com for mobile and desktop, including social media artwork for various platforms.
- Created digital and print advertisements for Sanofi Allegra-D, Children's Allegra, Church & Dwight Master Brand, and ARM & HAMMER™ products.
- Developed digital and print materials for the New Jersey Lottery Scratch-Off Division™, including large-scale billboards, transit displays, and mobile billboards.
- Designed brochures, sell sheets, coupon pads, and direct mail pieces for Sanofi ACT™ and ACT Kids™.
- Created printed brochures and posters for Abacus CBD Clinic Massage Lotions and Oils.

Gigglechick Interactive • Avon-by-the-Sea, New Jersey

Digital Product and Print Designer • UX/UI Designer • Illustrator

January 2006 – Present

- Designed and developed websites for comedians, actors, television shows, comedy clubs, and local businesses using Photoshop, Sketch, Dreamweaver, WordPress, and Wix.
- Created and managed email campaigns with Dreamweaver and third-party services such as Constant Contact and MailChimp; managed social media accounts for clients on Instagram, Facebook, Twitter, MySpace, and Snapchat.
- Branded and produced digital and print materials for multiple television and online series with Dave Attell.
- Notable clients include Jim Gaffigan, Dave Attell, Steven Wright, Whitney Cummings, David Alan Grier, Tom Papa, Maria Bamford, Norm MacDonald, Ron Funches, Mark Normand, Judah Friedlander, Comedy Cellar Comedy Club, New York Improv Comedy Club, Broadway Comedy Club, Union Landing Restaurant, and Imagineered Homes.

EXPERIENCE

SEMGeeks, Digital Agency & Consultants • Belmar, New Jersey **Digital and Print Designer**

August 2018 – July 2019

- Designed and developed websites for clients including Hardie Windows & Siding, Total Comfort Group, String Connections, and Newport Capital Group using Illustrator, Photoshop, Figma, and Wix.
- Created and managed print collateral such as menu boards, menus, flyers, and apparel for Relish Hot Dog & Sausage Company, utilizing Illustrator, Photoshop, and InDesign; also maintained the company's website.
- Designed billboard campaigns, exhibit displays, and logos for clients including The Sleep Difference, *Sleep Success Magazine*, Mesalands Community College, and Total Comfort Group with Photoshop and Illustrator.
- Crafted landing pages and marketing campaigns for Monmouth University Nursing, Suntuity Solar, Fisher Insurance, and The Mobile Cigar Lounge using Unbounce.

IMC • Holmdel, New Jersey **Senior Digital Designer • Consultant**

December 2017 – March 2018 • July 2004 – September 2004

- Redesigned elements of an international medical website and app, including icons, emails, print materials, and banner ads, using Sketch.
- Designed email campaigns for a national roofing organization using Sketch and Photoshop.
- Developed User Journeys for various patient demographics and created visual concepts and prototypes for testing.
- Worked on design projects for clients including Dentyne Fire and Dentyne Ice.

MINI USA • Los Angeles, California **Copywriter • Blogger • Photographer**

August 2010 – November 2013 (Freelance)

- Covered the MINI Takes The States event in 2010, documenting travels across the U.S., capturing photos, and writing daily articles on event activities.
- Covered the launch of the New MINI Cooper in 2013, including interviews with spokesperson Tony Hawk, and created videos and articles for the Los Angeles Auto Show.

Charming Shoppes Interactive • New York, New York

Senior Art Director • October 2004 – October 2006

- Designed and maintained websites for FashionBug.com, LaneBryant.com, and Catherines.com.
- Created emails, newsletters, and seasonal sales layouts for Fashion Bug and Catherines.
- Coordinated with the Catherines.com marketing team on-site in Memphis, TN.

Ajilon • Saddle Brook, New Jersey **Art Director**

March 2002 – June 2004

- Rebranded visual identities and maintained websites for Ajilon Finance, Office, Legal, Pinstripe, Resume.com, Ajilon Learning, and Cornell International.
- Designed and coded websites, email campaigns, and banner ads.
- Developed wireframes and user journeys.
- Illustrated marketing materials.
- Designed and maintained Ajilon's company-wide intranet.

EXPERIENCE

Digitas • New York, New York

Art Director • October 2000 – June 2001

- Led a team of designers, UX specialists, IA, and copywriters in creating AmericanExpress.com.
- Developed wireframes and user journeys to improve user retention and registration.

methodfive • New York, New York

Art Director • June 1999 – September 2000

- Designed websites for clients including Cybuy.com, CoverageConnect.com, Cravath.com, fox.com, Urban Retail Properties, Lenox, Inc., Webstakes.com, and Warner-Lambert (PeopleLikeMe.com).
- Note: methodfive was acquired by Xceed in February 2000.

Fusion Design • Jersey City, New Jersey

Web Designer • July 1997 – June 1999

- Designed and maintained websites for ABC Children First, Advance Internet, and Intel.
- Created print designs for ABC in-house magazine *Ink*, Miller Freeman *Insurance & Technology Magazine*, and *Finance & Technology International*.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Industrial Design

The University of the Arts • Philadelphia, PA

Certified Scrum Master

Six Sigma Institute • Credential ID: #67495406

UX/UI Design Certification

Interaction Design Foundation

Sketch and InVision Training

Lynda.com

Typography and Layout

School of Visual Arts • New York, New York

ADDITIONAL SKILLS & INTERESTS

Stand-Up Comedian

Performed comedy across New York City and New Jersey, bringing a unique perspective and creativity to every set. (She is much better as a designer.)

Jersey Gull Design Crafting

Creates beach-inspired art using sea glass, shells, and other found objects, showcasing a passion for artistic expression and creativity.

SOCIAL MEDIA

Instagram

@officialgigglechick
@gigglechickinteractive
@jerseygulldesigns

LinkedIn

linkedin.com/in/gigglechick

REFERENCES

Ryan Paxton

Former Senior Director, CRM and Loyalty at HearingLife
973.255.9887

Allison Hopkins

Former Senior Manager of Digital & Database Marketing at HearingLife
603.531.7560

Vincent Travisano

Former Vice President/Creative Director at PureRED
linkedin.com/in/vincent-travisano-670a776

Scott Whitney

Principal/Creative at Headfirst Creative
919.357.6668
scott@headfirstcreative.com

Erin Hines

Content Manager at Extensis Group
732.770.0907

TESTIMONIALS

Vincent Travisano

Former Vice President • Creative Director at PureRED

Versatile. That is the first thing I think of when looking back on the 5 months that Erin free-lanced for us at PureRED in Princeton. "Hey Erin, can you design a website for us?" No prob-lem. "Hey Erin, can you design a multi-page brochure and a poster for one of our clients?" Sure, bring it on. "Hey Erin, can you resize some banner ads, there are only about a hundred or so different sizes." Can do. "Erin, we have a big out of home project for the New Jersey Lottery, can you design and produce it?" Yup. "Erin, have you ever worked with the Thunder program?" No, but I can pick it up no problem.

And the only thing that tops her versatility as a designer is her positive, can-do attitude. She has the ability to take on multiple projects and is not shy about taking on more even though she was very busy. And what tops all of this, is how nice she is and what a joy it is to have her as part of the creative team. I would work with Erin again in a second and highly recommend her for any assignment.

Scott Whitney

Principal • Creative at Headfirst Creative

Erin worked for me as an in-house ad agency employee at Ajilon, and continued to do work for me as a free-lance Art Director once I formed my own agency. Erin is a rare art director in that she understands design and visual theory, but is also extremely capable in her ability to create abstract concepts that are compelling, creative and often funny. She also happens to work unusually fast compared to most of her contemporaries. I strongly recommend Erin Bennett. Feel free to call me with any other questions.

Erin Hines

Content Manager at Extensis Group

Erin Bennett is a true collaborator and creative force. Those skills were on full display during her time as an Art Director at Ajilon, where Erin was a pleasure to work with every day. As a junior copywriter, I was fortunate to have the opportunity to learn from someone like Erin. Her ability to see the big picture was invaluable for our team. Erin excelled at all stages of projects -- from strategic ideation, to development, to implementation. She consistently displayed a stellar work ethic and could be counted on to turn work around quickly. And, to top it off, Erin's sharp wit and easy-going nature helped maintain balance in the office during even the busiest, most stressful times. Any marketing or creative department would be lucky to have Erin Bennett as a part of the team.