

# Benjamin Carson

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## OBJECTIVE

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Graphic Designer specializing in brand identity and campaign design, with experience producing digital, print, and retail marketing assets. Seeking a design-focused role in a brand or in-house creative team where strong visual execution and consistency are key.

## WORK EXPERIENCE

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### Snapdoodle Toys LLC

2022 - 2026

*Social Media Designer*

*Seattle, WA*

- Lead design and production of digital and print marketing assets for social media, email campaigns, and in-store promotions
- Created branded visual content for Instagram, TikTok, paid ads, and seasonal product campaigns using Adobe Creative Suite
- Designed promotional graphics and campaign assets for retail sales events and product launches (holiday campaigns, product drops, in-store signage)
- Increased audience engagement and reach by 100%+ during campaign periods through improved visual consistency and design execution
- Collaborated with marketing and retail teams to ensure cohesive brand presentation across all customer touchpoints

### Fully Loaded Electronics

2021 - 2022

*Graphic Designer*

*Everett, WA*

- Designed print, digital, and retail marketing assets to strengthen brand identity and customer engagement
- Produced brochures, product graphics, packaging, and digital ads under tight deadlines
- Collaborated with marketing and sales teams to develop campaign visuals aligned with business goals
- Maintained brand guidelines to ensure consistency across all materials

### Benjamin Carson Design

2017 - 2021

*Freelance Graphic Designer*

*Corvallis, OR*

- Developed branding, logos, and marketing materials for small businesses and independent clients
- Created visual identities tailored to client goals and target audiences
- Managed multiple projects from concept to delivery while meeting deadlines

## EDUCATION

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### Oregon State University

Graduation 2017

*BFA New Media Communication*

*Corvallis, OR*

## SKILLS

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- **Design:** Brand Identity, Marketing Design, Social Media Content, Print Design, Layout
- **Software:** Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
- **Other:** Motion Graphics, Video Editing, Creative Collaboration, Brand Consistency