



Zachary Bennett

Graphic Designer & Animator



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Summary

Innovative graphic designer and animator with over 10+ years of experience delivering a wide range of marketing, branding, and graphical projects, from concept to completion. Expertise in Adobe Creative Suite, 3D programs, website builders, email marketing, and more.

Proficiencies

- ◆ Photoshop
- ◆ Illustrator
- ◆ InDesign
- ◆ After Effects
- ◆ Premiere Pro
- ◆ Blender 3D
- ◆ HTML
- ◆ CSS
- ◆ Unity
- ◆ Wordpress
- ◆ Canva

Skills

- ◆ Logo Design
- ◆ Branding
- ◆ Presentations
- ◆ Illustrations
- ◆ Packaging
- ◆ Product Graphics
- ◆ Advertisements
- ◆ Animation
- ◆ Typography
- ◆ Video Editing
- ◆ Web Design
- ◆ Infographics
- ◆ Social Media
- ◆ 3D Modeling

Work Experience

◆ 3D Animator & Technical Supervisor

Magnetic 3D | 2013 - 2024

- Executed all graphic design needs, including branded assets, presentations, spec sheets, product photos & more to increase brand awareness and sales.
- Revamped and managed the company website and ecommerce store, including design of all graphics and videos for use on the website.
- Edited all video marketing, including tutorials, promotional videos for social media, and highlight videos.
- Developed email templates and marketing campaigns to boost customer retention.
- Created both 2D and 3D animations of client logos, products, and artwork for multi-view glasses-free 3D monitors.

◆ Digital and Social Media

HBO | 2014 - 2015

- Edited photos for HBO Boxing events as the event was taking place, requiring quick turnaround times to inform social media users of the current state of the fight.
- Created slideshows and web banners promoting past and future boxing events.
- Brainstormed and implemented new social media design template for visualizing famous HBO boxing fights in the past.

◆ Graphic Designer

First Try Skateboards | 2011 - 2014

- Designed graphics for products, including skateboard decks, wheels, and stickers that aligned with the brand's vision and direction.
- Edited and cleaned up product photos for use on the company website to showcase the latest offerings.

Education

BFA in Graphic Design

New York Institute of Technology | 2008 - 2012

