

# Ben Masters

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My favorite thing is to see great ideas come to life, and to be part of the thinking and work that went into those ideas. I like collaborating with a team of like-minded individuals with whom I can share successes, failures, and insights and ultimately find pride and happiness in the work we do. I have knowledge and experience to offer at any point in the creative process, but have always been most thankful for my skills as a communicator and a problem solver. They allow me to inspire confidence and creativity in the people around me, ensuring our success as co-workers, as friends, and as people. My objective is to find a creative place to work that embraces this mindset and supports its employees by encouraging their unique strengths and talents as much as it's own business goals.

## SKILLS

Design and Type

Front and Back-end web development

Flash AS3 application development

Technical and Copy writing

Technical instruction and teaching

Digital printing and imaging

Audio/Video recording and production

Network architecture and administration

## TOOLS

Actionscript 3

Adobe Creative Suite

Apple Final Cut Studio

Apple Logic

Mac OS X

CSS

Expression Engine

Google Analytics

jQuery

Linux

PHP

SVN

XHTML

WordPress

Paper & Pencil

## EMPLOYMENT

01/2010 - Current • Art Director • Grist Magazine

*grist.org*

Oversee design and production of creative materials for the organization. Deliverables inclusive to company collateral assets, website design & UX, infographics, photo selection, photo re-touching and image compositing.

- Website header & Article page redesigns
- Earth Day 40 project photo illustrations
- *Save Our Journalists* donation drive campaign
- Weekly graphics for Union of Concerned Scientists partner content
- Infographics and branding imagery for Nitrogen article series
- Grist Media Kit
- Klean Kanteen quiz widget promotion

07/2009 - 08/2009 • Freelance Designer • Pop Multimedia

*pop.us*

Assisted in design and production components for the following projects:

- Flash motion comps for Windows Mobile on Docomo brand phones
- Pokemon website redesign
- Halo (video game) portal website redesign
- Organizing content & creating graphics for PowerPoint business pitches
- Target Halloween & NASCAR banner ad campaigns
- Cleveland Orchestra website redesign - building Flash ticketing/seating interface

02/2007 - 04/2009 • Senior Marketing Designer • PopCap Games

*popcap.com*

#### Responsibilities

- Concepting, designing and producing assets for marketing initiatives, inclusive to: banner ads, landing pages, microsites, blogs, flash applications and videos
- Researching new technologies and implementing them under the existing web infrastructure
- Supervise and art direct Interactive Team

#### Highlights

- The Zombatar Creator, a zombie based avatar creator built with Flash Actionscript 3
- PeggleFever.com, game franchise microsite and blog built on Expression Engine
- Advent calendar, Flash holiday promotion landing page
- Bejeweled 2 on iPhone landing page and banner ad campaign
- Easter promotion landing page game
- Designed and produced weekly HTML email newsletters
- Created new catalog of banner ads

2001 - 2006 • Director of Technology, Co-Owner • White Collar Media (ad agency)

*benmasters.com/archives/whitecollarmeda*

#### Responsibilities

- Recruited new business clientele and maintained existing relationships
- Advised on traditional and online marketing strategies
- Designed and developed websites

#### Highlights

- AC Direct, Performed full disaster recovery, security audit and security upgrades
- The Beauty Spot, Coordinated in-store Grand Opening Event
- Cockeyed Press, Designed and developed Flash based website

2000 - 2006 • Systems Administrator • Y Partnership (ad agency)

*ypartnership.com*

#### Responsibilities

- Oversaw and supported 100 user cross-platform local network
- Development of websites, banner ads, and interactive CDs

#### Highlights

- Developed FileMaker Pro IT asset tracking and ticketing system
- Conducted company-wide migration from Quark to InDesign
- Software and hardware training sessions

#### EDUCATION

Computer Science Program • University of Central Florida • Orlando FL

International Baccalaureate Program • C Leon King High School • Tampa FL

#### EXTRAS

“Best Online Experience” award from the *Seattle Weekly* for Grist.org

Social Committee chairman • Y Partnership

Agency Achievement Award • Y Partnership

Eagle Scout rank • Troop 180 • Tampa FL

Playing music and taking photographs