

Ben Masters

124 24TH Ave E • APT 124B • Seattle WA • 98112

BRUNCH @ BENMASTERS.COM • 206-359-0436

OBJECTIVE

My favorite thing is to see great ideas come to life. To work with a talented team of people, building something ambitious and complex, really gets me up in the morning. Design and Technology are two subjects I find endlessly fascinating, especially as they relate to Marketing and Advertising. Usually I'm called a web designer or a web developer, but sometimes an art director, a copywriter, or just, "I need your help." I have some knowledge and experience to offer at any point in the process, and am always excited to learn more and refine current methods and strategies.

SKILLS

Design and Type	Technical instruction and teaching
Front and Back-end web development	Digital printing and imaging
Flash AS3 application development	Digital audio recording and production
Technical and Copy writing	Network architecture and administration

TOOLS

Actionscript 3	CSS	Mac OS X Server
Adobe Creative Suite	Expression Engine	PHP
Apache	Google Analytics	SVN
Apple Logic	jQuery	Webmin
Apple Final Cut	Linux	XHTML

EMPLOYMENT

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

pop.us

Assisted in design and production components for existing projects

- Flash motion comps for Windows Mobile on Docomo branded 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 holiday promotion landing page
- Bejeweled.com, game franchise microsite and banner ad campaign

- Bejeweled 2 on iPhone landing page and banner ad campaign
- Easter promotion landing page game
- Designed and produced weekly HTML email newsletters
- Created library of banner ads for PopCap's first trackable online advertising initiative

2001 - 2005 • 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

04/2006 - 02/2007 • Lead Tech Support Engineer • Virtuoso (travel industry)
virtuoso.com

Responsibilities

- Desktop and network support for 400 staff users and 200 international customers
- Assisted in the hiring and training of new Tech Support Engineers

Highlights

- Conducted CMS training sessions with customers
- Integrated WebTrends reporting software with Virtuoso's custom CMS product

EDUCATION

Computer Science Program • University of Central Florida • Orlando FL
 International Baccalaureate Program • C. Leon King High School • Tampa FL

EXTRAS

Social Committee chairman • Y Partnership
 Agency Achievement Award • Y Partnership
 Eagle Scout rank • Troop 180 • Tampa FL
 Playing music and taking photographs