

# CHRIS BENDANA

WEB & GRAPHIC DESIGNER

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## AREAS OF SPECIALTY

- Illustrator CS3
- XHTML/CSS/JQuery
- Dreamweaver CS3
- Mac OS X, Windows Vista/XP/Me/2000
- Photoshop CS3
- Maya 8.5
- Office Suite 2008

## EDUCATION

**Bachelor of Arts and Technology**, *University of Texas at Dallas 2006*, Richardson, TX

**Certification in Visual Designs, Level II**, *Richland College 2002*, Dallas, TX

## EMPLOYMENT

### Modern Vision Media

**October 2008-present Calabasas, CA**

*Web Designer for an online media affiliate marketing firm providing advertisers platforms to launch their products and services*

- Responsible for overseeing and coordinating designs for large campaigns such as AIG and AsOnTV
- Designed user friendly interfaces for companies such as cosmetic sales, telemarketing corporations, insurance companies, recreational parks, real estate organizations, and retail businesses to expand client advancement
- Provided advertisers custom tailored designs to meet their individual needs, to exceed their desired results, and to maintain focus on their profits
- Developed websites that are functional, unique, brand-oriented and strategic that resulted in increased sales, improvements in customer service, and effectiveness in communicating client brand messages
- Developed marketing initiatives to ensure growth of sales for specific organizations utilizing state of the art web commerce applications, landing pages, email banner/creatives and streamlined online shopping cart systems to maximize conversion rates and increase average order values
- Projects included Search Engine Optimization that improved the volume of visitors to a particular website by providing proper content, directory listings, article creation and distribution, proper indexing, links to other relevant websites and proper hand coding to increase relevance to searched keywords

**Technologies utilized: Photoshop CS3, Illustrator CS3, XHTML, CSS, and JQuery**

### Don McDonald & Sons

**August 2006-March 2008 New York, NY**

*Graphics Operator for a production company that designed corporate gifts, keepsakes, and commemoratives for a variety of industries such as Bank of America, Chase, Hilton Corporation, Pixar, and Chevron*

- Worked closely with the design team and communicated with account executives and production coordinators to produce quality and craftsmanship designs to develop mementos that featured superior workmanship and creativity
- Successfully developed a variety of designs that met customized client requests particular to their company brand
- Provided specifications to manufacturers with attention to size, calculated dimensions, and material
- Collaborated with design team to ensure that clients had access to a variety of design options utilizing their company logo and image
- Primary liaison between account executives and creative department to mediate special requests to ensure that all unique inquiries made by the client were met

**Technologies utilized: Photoshop CS3, Illustrator CS3, 3D Modeling & Rendering, Typesetting, Photography, XHTML, and CSS**

## FREELANCE WORK

**Oiwake Japanese Restaurant, [www.oiwake.com](http://www.oiwake.com)**

**2008-Present Los Angeles, CA**

- Responsible for site design, web and brand identity, and consultation
- Created accessible presentation of restaurant services such as hours, menu, prices, and specials

**YAMMA Pit Fighting MMA Sports Association, [www.yammapifighting.com](http://www.yammapifighting.com)**

**2008 New York, NY**

- Responsible for graphic design, story-boarding, consultation, and project management
- Represented information about contender fight cards, fight times, win/loss statistics, arena information, information about mixed martial arts, access to trailers, and fight rules and regulations