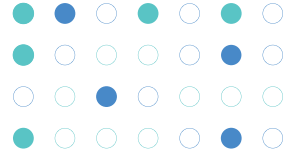




Benjamin Yerby

yerbycreative.com | [linkedin.com/in/benyerby](https://www.linkedin.com/in/benyerby)



Skills

Visual Design
User Interface Design
Wireframing • Prototyping
Graphic Design
Brand Development
Project Management
Photography
Video Production • Video Editing
Web Development • Responsive Design

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Xd
Adobe Premiere Pro
Microsoft Visual Studio
RStudio
Git (GitLab • GitHub)
Slack

ArcGIS Suite
HTML
CSS
JavaScript
jQuery
R
Bootstrap
WordPress • WPEngine
Elementor

Experience

University of North Carolina Wilmington | Integrated Marketing Communication Specialist

Wilmington, NC • February 2020 – Present

- + Led the rebranding process of the National Drug Court Resource Center, and developed a brand identity guide to ensure consistency in visual communication
- + Led the design and development of the new website with the focus on enhancing the user experience
- + Led the design and development of a juvenile drug court web map application
- + Produced and edited the Justice To Healing podcast
- + Planned and designed a tradeshow booth, including the development of all materials and signage for local, state, and national conferences
- + Designed the Painting the Current Picture monograph, a national report on treatment courts in the United States

Visionary Heart | Web Developer

Matanzas, Cuba • January 2019

- + Developed a custom website for a public wellness initiative based out of Matanzas, Cuba using HTML, custom CSS, including CSS Grid, and JavaScript
- + Coordinated all media on the site to make sure SEO standards and best practices were met
- + Assisted in video, audio, and photo production in Matanzas, Cuba

North Carolina Joint Underwriting Association | Software/Applications Developer

Cary, NC • May 2017 – July 2018

- + Designed and developed a custom content management system for the business administrators to control content on the website using ASP.NET MVC, Razor, Bootstrap and custom CSS
- + Contributed to the ongoing development and design of the Associations' website based on ASP.NET Web Forms and Bootstrap
- + Performed user-experience testing and made necessary changes to improve the quality of the experience of the Associations' website, Portal, and CMS
- + Optimized the website and portal applications for mobile viewing

Education

Master of Arts in Interactive Media | Elon University

Elon, NC • July 2018 – May 2019

Bachelor of Arts in Communication Studies | University of North Carolina Wilmington

Wilmington, NC • January 2016 – December 2017 • Cum Laude