

Benton Walker

Senior Brand Designer & Creative Director • 818-800-2869

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Senior Brand Designer and Creative Director with 15+ years of experience building brand systems, creative strategy, digital experiences, and multi-channel campaigns for B2B SaaS companies. Trusted by brands including JupiterOne, Front, Vorlon, Cherwell Software, Brightwheel, and AnyRoad. Specialized in cybersecurity, risk management, compliance, and enterprise technology brands.

WORK EXPERIENCE

Fractional Senior Brand Designer and Creative Director

Self-Employed

09/2023-Present

- Lead brand strategy, creative direction, visual identity development, marketing campaigns, presentation design, event branding, motion graphics, and website redesigns for cybersecurity and biotech organizations, including Front, Vorlon, BreachRx, Inspectiv, and others.
- Partner directly with executive leadership, marketing teams, and product marketing stakeholders to strengthen brand positioning and drive pipeline growth.
- Develop scalable brand assets, website graphics, sales decks, campaign visuals, and product marketing materials that support demand generation and executive-level storytelling.

Senior Brand Designer, Creative Technologist, and Marketing Developer

JupiterOne

06/2021-09/2023

- Owned the migration of the JupiterOne website from WordPress to Webflow.
- Developed HubSpot landing pages and email templates for the Demand Generation team.
- Contributed to a Demand Gen strategy that led to a **55% increase in demo requests and nearly doubled pipeline.**
- **Saved over \$120,000 in agency development costs** by leveraging in-house HubSpot and Webflow expertise.

Fractional Senior Brand Designer and Webflow Developer

Self-Employed

04/2020-06/2021

- Provided creative direction, graphic design, and web development services to multiple clients.
- Created a HubSpot landing page that produced a **2x increase in user engagement.**
- **Reduced website bounce rate to 30%** through a comprehensive redesign focused on UX, content hierarchy, and conversion optimization.

Creative Director

Cherwell Software

01/2018-04/2020

- Led the internal creative team responsible for brand guidelines, campaign development, digital experiences, events, and product launches.
- Partnered with executive leadership, product marketing, demand generation, and communications teams to develop integrated marketing campaigns.

- **Tripled the size of the design team within one year** while improving brand visibility and **increasing social media engagement by 200%**.

Brand Designer and Web Developer

Self-Employed

04/2017-01/2018

- Collaborated with multiple clients on freelance projects, focusing on graphic design, event marketing, web development, video editing, product marketing, and motion graphics.
- Executed effective marketing planning and offered creative direction to enhance brand visibility.
- **Improved website engagement for clients by up to 50%** through implementing A/B testing and SEO strategies.

Senior Graphic Designer and Web Developer

Cherwell Software

05/2016-04/2017

- Designed graphics and produced webpages on a daily basis, including campaign landing pages, HTML emails, call-to-action web banners, sliders, and more.
- **Tripled share of voice** through innovative website solutions and social media initiatives.
- Assisted the Marketing team with HubSpot landing pages and promotional emails.

EDUCATION

Multimedia Arts, Bachelor's Degree, 2009
Loyola Marymount University, Los Angeles

TOOLS

Figma
Adobe Creative Cloud
Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Webflow
WordPress
HubSpot
Marketo
Canva
Shopify
HTML/CSS
ChatGPT
Midjourney
Claude

CORE COMPETENCIES

Brand Strategy
Brand Identity Systems
Creative Direction
Visual Identity Systems
Event Branding
Creative Strategy
Design Systems
Art Direction
Campaign Design
Web Design
Presentation Design
Motion Graphics
Cross-functional Brand Leadership
B2B SaaS Marketing
Team and Project Management
Demand Generation
Sales Enablement

PORTFOLIO

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Selected work includes brand systems, visual identity, campaign design, web design, presentation design, UX/UI, motion graphics, and sales enablement.