jennifer bené

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Work Experience

Digital Designer | Parsec Automation, LLC

April 2024 – Present

- Design ad creative and A/B test variations for B2B digital campaigns
- Concept and execute creative across social, email, web, and print, adapting one visual system into reusable creative systems for a B2B software brand
- Led design for Partner Summit 2025 from concept to delivery, spanning emails, app splash, web pages, a cup sleeve, and an event badge
- Integrate AI tools into the design workflow to speed up production, from concept to final assets

Designer | The Point Collective

June 2021 – April 2024

- Executed diverse design projects, including page layout, print advertising, and social media posts
- Contributed to WordPress website development and design
- Managed multiple projects simultaneously while meeting tight deadlines
- Demonstrated strong organization, time management, and multitasking while adhering to each project's brand guidelines

Graphic Design Student Assistant | Cal Poly Orfalea College of Business

September 2019 – June 2021

- Remotely produced graphic design projects, social media posts, and presentations
- Designed compelling fundraising materials that raised over $1,000 in contributions

Skills

Design

Adobe Creative Suite, Figma, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Claude Design

Social Media

Instagram, Facebook, Snapchat, Twitter, YouTube, Pinterest, TikTok

Video Editing

Adobe Premiere Pro, Claude Video Editing, Figma Animation

Additional Skills

Webflow, HTML/CSS, Asana, Squarespace, WordPress, Keynote, Mac OS, MailChimp

Relevant Coursework

Introduction to Applied Social Media in Graphic Communication

Collaborated with a team to film and interview students for the department's YouTube channel. Edited the videos in Adobe Premiere Pro and posted content to different social media channels totaling over 3,000 views.

Education

California Polytechnic State University, San Luis Obispo

Bachelor of Science, Graphic Communication

Concentration: Design Reproduction Technology | Conferred June 2021

Scholarships and Awards

Mary Stuart Rogers Scholarship Recipient 2020-2021 School Year

College of Liberal Arts Dean's List Recipient: Spring 2018, Fall 2019, Spring 2020, Fall 2020, Spring 2021