

# PHILIP ADAM BENNER

## GRAPHIC DESIGNER & UX/UI DEVELOPER

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### PROFESSIONAL PROFILE

Focused and dedicated Graphic Designer and Ecommerce Operations Manager with progressive experience in planning and execution of cross platform digital initiatives, website development, UI/UX optimization, and SEO management. Delivers profitable solutions that generate sales, attract and maintain clients and build steady corporate growth through the changing digital landscape. Develops and leads the implementation of optimization planning which includes a testing roadmap and conversion strategy with goals, segmentation/personalization approaches, CTA strategies, key messages, and test parameters. Designs and executes A/B split and multivariate testing with the goal of improving conversion and site usability. Creates, maintains, and delivers various dashboards/reports for key stakeholders, ensuring consistent tracking, tagging, analysis, segmentation, and reporting of core website KPIs. Collaborates with technology teams to identify gaps in the data capture strategy and implement improvements.

### Technological Qualifications:

*Programs:* MS Office Suite, Sublime Text 2 & 3, Adobe Acrobat Pro, Adobe After Effects, Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Google & Adobe Analytics

*Frameworks and Languages:* ActionScript, AngularJS, CSS, HTML, JavaScript, JQuery, JSP (basic), MySQL (basic), PHP (basic)

### Areas of Expertise:

- Agile/Scrum Methodology
- Web Content Strategy & Design
- Technical Solutions
- Strategic Analysis & Management
- Visual Design
- Risk Mitigation
- Business Development & Growth Strategy
- Requirements Analysis
- Market Evolution & Development
- Digital Communications
- Competitive Analysis
- Marketing Analytics
- Project Management

**MANAGER OF WEBSITE OPTIMIZATION**

- Analyzed data pulled from Adobe Analytics (Omniure) and Google Analytics to evaluate current business goals, social media efforts and digital business strategy, resulting in brand growth, product positioning and lead generation.
- Ran A/B testing of Desktop, Tablet and Mobile sites via Monetate and Google Analytics.
- Developed “Experiences” in Monetate to fix third-party vendor issues on our site.
- Managed and guided creation of product guides and content tools, while assisting with relationship and vendor management for the GNC Mobile site.
- Developed and implemented online marketing strategy planning to improve virtual presence and enhance corporate profitability and client retention.
- Spearheaded inventive operation development and change management programming, ushering in cross-functional involvement, organizational change, and accountability for new products and services company-wide.
- Created and executed annual digital marketing plan/strategy based on corporate goals, current market and business forecasting, allowing the company to offer a continuous online-to-offline engagement experience.
- Introduced continually modified digital campaign strategies, enabling client communication through daily social media channels.
- Conducted business analysis to determine trends and consumption, collaborating teams to determine brand positioning and media effectiveness.
- Monitored product and services, ensuring innovative design and allowing for an effective and interactive UX/UI experience.

**APPLICATION DEVELOPER III**

- Incorporated GIT repository into website build system.
- Implemented Agile/Scrum project management processes.
- Provided in-depth client needs evaluation to identify and understand micro and macro goals and implement targeted solutions.
- Played an integral role in managing UX/UI, ensuring planning, creative design and technical development of web, mobile and social projects.
- Analyzed and implemented intelligent solutions through identification of opportunities for appropriate and cost-effective web optimization and navigation resources, resulting in growth of sales, brand awareness and rank on search engines.

**AMERICAN EAGLE OUTFITTERS, PITTSBURGH, PA**

2008 – 2013

**SENIOR MULTIMEDIA DEVELOPER**

- Aligned department and corporate vision through collaboration with key functional departments.
- Maintained knowledge of competitor communications, analyzing market trends and recommending changes to development strategies.
- Drove strategic programming and planning to execute optimization of large creative campaigns, events, relationships.
- Negotiated with vendor partners and contractors, ensuring project scope, deliverables and timelines were completed, with a targeted focus on efficiency and accuracy.
- Planned development to streamline current digital processes, ensuring brand messages are consistent throughout all channels.
- Improved reach and effectiveness of e-commerce strategy through development of actionable, data-driven recommendations for campaign improvements.
- Optimized website navigation and overall website design, resulting in growth of UX, revenue generation and rank on major search engines.
- Performed analysis of marketplace statistics, growing trends and website campaigns, creating applicable initiatives that not only improve future offerings but connect with client needs to establish dedicated account management strategy.

**ADDITIONAL WORK EXPERIENCE:**

**MULLEN PITTSBURGH, PITTSBURGH, PA**

2005 – 2008

**ASSOCIATE CREATIVE DIRECTOR**

- Designed UX for key clients.
- Technical development of websites, kiosk features, and rich banner advertisements.
- Created commercials and stadium led wrap videos for Highmark Healthcare and First Commonwealth Bank.

**RIPPLE EFFECTS INTERACTIVE, PITTSBURGH, PA**

2004 – 2005

**FLASH DESIGNER**

- Designed and developed award-winning advertisements for VisitPA.com.
- Technical development of websites and rich media banner advertisements.

**BRADY COMMUNICATIONS, PITTSBURGH, PA**

2000 – 2004

**DESIGNER**

- Print design and illustration for clients such as Carnegie Magazine.
  - Designed and Developed interactive ship kiosks for Caribbean Cruise Lines.
  - Aligned with the print team to develop interactive annual reports. Allowing clients to reach a wider audience.
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## **EDUCATION**

**Bachelor of Science in Graphic Design**, La Roche College, Pittsburgh, PA, 2001

### **Professional Recognition:**

Admission Advertising Award, Vanderbilt College Website - 2005

Platinum, The HSMIAI Adrian Awards – 2005 VISITPA.com fall 2004 online banners

Philadelphia ADDY, Ripple Effects Holiday Card - 2005

AIGA Pittsburgh 100 Design Competition, Hedstrom FactorX website - 2004

“American Corporate Identity 2004”, Royal Caribbean Cruise Lines ClubCafe - 2003

Internet Sites Award of Honor, IABC Golden Triangle Awards, GNC website - 2003

Internet Sites Award of Excellence, IABC Golden Triangle Awards, Hedstrom’s Factor X website - 2003

Gold, I-NOVA, Mylan Laboratories 2003 Online Annual Report - 2003

Bronze, I-NOVA, Hedstrom Corporate website - 2003

Honors, I-NOVA, GNC Fitness Planner - 2003

AIGA Pittsburgh 100 Design Competition, Brady Communications Office Tour - 2003

AIGA Pittsburgh 100 Design Competition, GNC Tradeshow Attractor - 2003

Interactive Programs Award of Honor, IABC Golden Triangle Awards, GNC Tradeshow Attractor – 2002