

IAN HENCH

VISUAL DESIGNER

954-599-2725 ■ ihench@yahoo.com

Online Portfolio: www.IanHench.com

SKILLS

PC/MAC
Photoshop
Illustrator
InDesign
Dreamweaver
Adobe Animate
Adobe Dimension
Adobe XD
Figma
AfterEffects
Premiere
Audition
Media Encoder
Suitcase
PageMaker
Quark Xpress
UX/UI
HTML
CSS
Graphic Design
Web Design
Responsive Design
Package Design
Wiring framing
Confluence
Jira
Workfront
Maya
3D Studio Max

EDUCATION

The Art Institute of Fort Lauderdale

Bachelors of Science
Media Arts & Animation

Community College of Rhode Island

Graphic Design

EXPERIENCE

Visual Designer, TechTarget 3/2015 – 1/2023

Working in the product development department, my role centered on the upkeep and enhancement of TechTarget's network of sites and products. I ensured that designs adhered to brand guidelines and met ADA standards. Collaborating closely with editorial teams, front-end developers, and the UX manager, I played a key role in implementing new designs and websites.

Some highlights of my responsibilities include:

- Crafting custom micro-sites tailored for technology clients such as HP, Dell, and Microsoft.
- Designing banner ads and welcome wraps for technology clients.
- UX/UI design for web & internal software; dashboards, tables, forms, and icons.
- Conducting A/B testing on designs to optimize user engagement.

Senior Graphic Designer (contract) 6/2005 – 2023

Clients: RadWebTech, CrunchFire Technologies, Cox Radio, Seminole Hard Rock

In charge of overseeing and coordinating all artwork and projects across various websites, my responsibilities encompassed a wide range of design tasks, including visual design, UX/UI, responsive design, print materials, logo and typography work, email campaigns, banners, flash game art, and social media graphics. Notable achievements include:

- Collaborating with two teams on the CrunchFire Technologies 2014 South StartUp Bus, contributing to the conception, development, and launch of a startup within a tight 72-hour timeframe. This involved logo design, infographic creation, and web page layout.
- Crafting two distinct guitar wraps for listener giveaways on Cox Radio's 93 ROCK.
- Designing promotional materials for Seminole Hard Rock's Legends in Concert, covering various assets such as tickets, flyers, postcards, and newspaper advertisements.

Senior Graphic Designer, The iCan Group: 6/2008 – 3/2013

Responsible for the conceptualization and production of all artwork for iCan's health insurance products. This encompassed a wide range of deliverables such as websites, email campaigns, landing pages, micro-sites, logos, banners, flash pieces, and various print materials. Additionally, I played an important role in the development of national TV commercials, contributing to the creation of storyboards and graphics.

Senior Graphic Designer, 5th Generation Systems: 6/2007 – 6/2008

Designed and maintained web pages for 5th Generation System's social networking site, Zude.com which included web pages for well known musicians, celebrities, user profile templates and foundations such as the "Wounded Warrior Project."

Graphic Designer / Pre-Press Layout, Park Row Printing: 10/2005 – 6/2007

Responsible for design, preparation and edits of art work submitted by clients to be printed for newsletters, books, postcards and business stationary. Submitted files direct to plate using a harlequin rip for the DI press or the Presstek CTP system, and proofed output for accurate printing. Thorough knowledge of 4 color and PMS color printing, work and turn, bleeds, printers spreads, foil & die creation and PDF management.

Graphic Designer, Southeast Publications USA Inc.: 9/2002 - 8/2005

Illustrated site maps for campgrounds, colleges, marina's and designed ads for local businesses. All jobs executed in 2 or 4 colors and submitted files direct to plates system in PDF format.