

# John W. Bentley

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## UX Designer

### Objective

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An award-winning web designer with 5 years of web design and development experience. Experience at a large enterprise company wireframing and designing the corporate website, raising conversions by 20% and increasing search visibility by 25%.

### Awards and Qualifications

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- **Belden Anchor Award** - "Customers Define Our Success"
- **Google Analytics Qualified**

### Professional Experience

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#### UX Designer, Tripwire

April 2017 - Present

- Wireframe and design new versions of site components, increasing conversions by 15%.
- Design keyword-centric website content, boosting search visibility by 25%.
- Analyze scrollmaps to inform web page design direction, earning a Belden Anchor Award for emphasizing customer needs.
- Work with stakeholders and designers to create new brand guidelines, featuring new fonts, colors, and icon sets.

#### Front End Developer, CRM Black Box 2017

October 2016 - April

- Design 25+ logos for various products using Adobe Illustrator.
- Create custom graphics for client websites with Adobe Photoshop, raising conversion rates by 45%.
- Optimize images for client websites, remove artifacts, and create library of content.

#### Front End Developer, iD Tech

November 2014 - August 2016

- Develop full pages using HTML, CSS, AngularJS, and JavaScript based on Photoshop mockups, improving overall user experience.
- Work closely with back end developers to generate and display backend content using Wordpress, Twig, and AngularJS.
- Link front-end and back end pieces using Ajax, PHP, and MySQL.
- Initiate the transition to Scrum by training project managers to educate their staff on best practices.

### Education

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#### Bachelor of Science – Computer Science (BS): Game Design

University of California, Santa Cruz (Graduation date 6/2014)

- Pursue a passion for game design with coursework in UI/UX.
- Lead a team of designers and developers in creating a mobile game.