

BENJAMIN SIDON

GRAPHIC DESIGN • BRANDING • ART DIRECTION

Phone: (425) 614-9350

Email: benjaminsidon@gmail.com

Portfolio: www.benjaminsidon.com

“SIMPLIFY, THEN ADD LIGHTNESS.”

Creative professionals are expected to cite architects or painters as inspiration, but my design ethos is best summed up by Lotus founder and legendary engineering ninja Colin Chapman. Long before minimalism became hip, he understood that less is nearly always more; and while he was primarily concerned with winning races, his mantra has always inspired my work. To me, that which is simple and bold is beautiful...and that same simplicity will always convey a project's message quicker and more effectively.

SKILLS

Design Software: Adobe Indesign, Illustrator, Photoshop, Acrobat Pro

Web: HTML (incl. HTML5), CSS (incl. CSS3), Wordpress, some PHP

Superpowers: Branding, art direction, print design, page layout, typography, web design, email marketing design.

PAST CLIENTS

Boeing, Microsoft, Adobe, Eli Lilly, Sotheby's International Realty

EDUCATION

Biola University - 2000-2003

I spent five semesters at Biola University in La Mirada, CA as the school's sole Art/Video major. I stopped attending in 2003 to open my own graphic/web design firm, White Dog Media (see Experience).

SOCIAL

Facebook: bsidon

LinkedIn: benjaminsidon

Instagram: bendondo.beach

EXPERIENCE

LEAD GRAPHIC DESIGNER | JAN 2015 - PRESENT

Kaminsky Real Estate Group (includes ITZSOLD Inc., Premiere Estates Auction Company, SportStar Relocation & Braun Worldbid) - Manhattan Beach, CA

- Managed branding & all marketing collateral for all four companies.
- Deliverables included print ads, brochures, digital (static & animated) advertising, promotional videos, direct mail pieces, custom mini-website design, email marketing, promotional calendars, event invitations and press releases.
- Designed marketing campaigns representing \$180M in luxury home sales.
- The promotional video I produced and edited for the Green Plains Estate in Virginia was nominated for a 2015 Leaders in Luxury Award by the Institute of Luxury Home Marketing.
- My work for KRG & affiliates (Sotheby's, Christie's, CBRE) has appeared in *The Wall Street Journal*, *The New York Times* and *The Washington Post*.

ART DIRECTOR | JAN 2009 - SEP 2014

Small Arms Defense Journal (Chipotle Publishing, LLC) - Henderson, NV

- Established branding/design of *Small Arms Defense Journal* at its inception.
- As sole layout artist, produced over 3,000 pages of content across 24 issues.
- Created *SADJ's* print/web advertising campaigns, in addition to designing, building and maintaining the magazine's web presence.
- Was outsourced by the sales department to create print campaigns for *Small Arms Defense Journal* advertisers without internal marketing departments.

PRODUCTION ARTIST (6-MO CONTRACT) | AUG 2007 - MAR 2008

MediaPro, Inc. - Bothell, WA

- Produced static graphics for Flash/HTML-based e-learning courses, based on input from each project's instructional designer.
- My artwork appears in e-learning courses built for Microsoft, Eli Lilly and Boeing (including pilot training courses for the 787 Dreamliner).

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REFERENCES

PEYTON SUTTON

Marketing Director, Premiere Estates
Auction Company
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P: (904) 866-1371

JOHN ROBLEDO

Production Director, *Small Arms
Defense Journal*
E: john@smallarmsreview.com
P: (702) 906-0893

JEROME GOTZ

Senior Manager, MediaPro, Inc.
P: (425) 483-4700

EXPERIENCE (CONTINUED)

QUALITY ENGINEER (12-MO CONTRACT) | JUL 2006 - JUL 2007
(6-MO CONTRACT) | MAR 2008 - SEP 2008

Adobe Systems, Inc. - Seattle, WA

- As a known InDesign power user, was invited to perform ad-hoc blackbox/greybox testing on pre-release builds of Adobe InDesign CS3 & CS4.
- Wrote over 500 test cases; higher bug-find rate than any other contractor during the development of Creative Suite 3.
- Credited as Quality Engineer in the About screens of Indesign CS3/CS4.
- Participated in internal design competitions; my conceptual splash/installer screen branding for InDesign CS4 was used in pre-beta internal builds.

INTERNET MANAGER | JUN 2003 - MAR 2006

Aloha Akua, LLC - Henderson, NV

- Aloha Akua was one of my early White Dog Media clients (see below); I branded and build Plone-based websites for their subsidiaries, and was eventually offered a full-time, salaried position due to workload.
- Built, maintained and updated corporate sites.
- Designed print/web advertisements, trade show graphics and direct mailers.

LEAD DESIGNER | MAY 2002 - JUN 2005

White Dog Media, LLC - Henderson, NV

- Began freelancing as a graphic/web designer while attending Biola University in 2001, and in 2002 formed an LLC to handle the income from my work.
- Designed websites and print advertising campaigns for home builders, real estate agents, non-profits and retail establishments.
- Closed White Dog Media in 2005 due to pressures of juggling my freelance work with my full-time position at Aloha Akua (see above).