Benton Sorensen

UX DESIGNER

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PROFILE

As a UX Designer with a background in Graphic Design, I aim to craft brand experiences that leave an unforgettable impression. With over 10 years of diverse media experience, I bring a holistic and creative perspective to my work. My passion lies in fostering meaningful connections and interactions through captivating user experiences.

SKILLS

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Dimension
Pitch Deck Design
Layout Design
Environmental Design
Typesetting & Typography
Brand Strategy Development
Brand Identity Design

EXPERIENCE

Graphic Designer & Marketing Specialist | Westbow Group

APR 2021 - 2023, CHILLIWACK, BC

- Collaborated on digital and print materials that boosted brand visibility and engagement, including the design of pitch decks generating over $60 million in equity.
- Successfully worked within a team to design and implement brand identities for diverse industries, including real estate, food and beverage, agriculture, and non-profit organizations.
- Empathized with homebuyers to enhance their buying experience through impactful environmental design of sales centers.

Adventure Photography Instructor & Snowshoe Guide | Grouse Mountain Resort

JUN 2018 - 2020, NORTH VANCOUVER, BC

- Researched and introduced innovative programs and contributed to curriculum development, enhancing the overall learning experience while increasing customer retention.
- Led diverse groups on memorable excursions, ensuring positive experiences and employing effective risk management techniques.

Content Creator | YouTube

MAY 2013 - 2019, LANGLEY, BC

- Successfully built a community of 100,000+ subscribers through compelling storytelling and effective personal branding.
- Produced, edited, and designed captivating videos using Final Cut Pro, resulting in an engaging channel experience.

EDUCATION

BrainStation | Diploma, UX Design

MAY 2023 - AUG 2023, VANCOUVER, BC

BCIT | Certificate, Graphic Design

SEPT 2020 - 2021, BURNABY, BC

Capilano University | Certificate, Motion Picture Arts

SEPT 2014 - 2015, NORTH VANCOUVER, BC

PROJECTS

UX Designer & Researcher | BrainStation x Google Hackathon

JUL 2023, BrainStation

- Participated in a 24-hour hackathon, collaborating with software engineers and data scientists to deliver a successful product and pitch, addressing the proposed problem space.