

IAN HENCH

VISUAL DESIGNER

954-599-2725 ■ ihench@yahoo.com

Online Portfolio: www.IanHench.com

SKILLS

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

EDUCATION

The Art Institute of Fort Lauderdale

Bachelors of Science
Media Arts & Animation

Community College of Rhode Island

Graphic Design

EXPERIENCE

Graphic Designer, Atlantic Beverage Distributors 6/2025

Lead designer for Atlantic's marketing department, responsible for the development and curation of all marketing collateral that supports business growth across supplier brand partners, retail accounts, and on-premise customers.

I design a wide range of print and environmental materials; including large-format signage, in-store point-of-sale pieces such as shelf talkers, die-cut case cards, case stackers, posters, window clings, and end-cap displays; as well as promotional banners, drink menus, and table tents for restaurants, bars, and event venues. Also direct mail, catalogs, sell sheets, and one-page reference guides used by the sales organization.

Additionally, I manage ongoing maintenance and updates to the company website, including image refreshes, website banners, email newsletter image assets, and other specialized digital design requests.

Senior Graphic Designer, PMC Media Group 6/2024 – 5/2025

I led and managed the creative department, overseeing multiple design projects in a fast-paced agency environment. Ensured all projects were delivered on time, within budget, and met high-quality standards. I also coordinated with external vendors and managed project quotes.

Collaborating closely with project managers and clients, I developed visually compelling and impactful designs that aligned with brand goals. My daily work involved creating a variety of creative assets, including brand identity, packaging, digital graphics, email design and development, event signage, trade show displays, billboards, print materials, presentation decks and marketing collateral.

Senior Graphic Designer (contract) 6/2005 – 2025

Various clients: Hard Rock Hollywood, Cox Radio, RadWebTech, CrunchFire Technologies etc.

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, banner ads, 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 Legends in Concert, covering various assets such as tickets, flyers, postcards, and newspaper advertisements.

Visual Designer, Informa 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, 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.