

# John Bentley

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Portland, Oregon, USA

I am a freelance web design and development professional, seeking to elevate the digital presence of small businesses and entrepreneurs.

## Experience

### Pueblo Unido PDX (January 2018 - Present)

*Volunteer Brand Strategist / Designer / Developer*

- Rebranded the organization by establishing a new website, reinventing their logo and creating a brand style guide for all publications
- Oversee ongoing maintenance for the website while managing other volunteers in updating website content, writing newsletters, and creating flyers
- Created a newsletter campaign and collaborated with others in content development
- Generated numerous bilingual social media posts on platforms such as Instagram

### CRM Black Box (October 2017 - April 2017)

*Front End Developer*

- Launched a development project building and maintaining new landing pages through AngularJS
- Created hundreds of landing pages for clients using HTML, CSS, and JavaScript
- Built packaging designs utilizing Adobe Photoshop and Illustrator

### Tripwire (April 2018 - Present)

*Front End UX Developer / UX & Visual Designer*

- Initiated and performed A/B tests, search engine optimization, and traffic data analysis using Moz, Google Analytics, and Google Optimize
- Overhauled the visual aesthetic and motion design of the corporate website using HTML, CSS, JSX, React, and Sitecore
- Reduced the home page bounce rate by 10% and increased search visibility by 25%

## Education

University of California Santa Cruz

Bachelor of Science:

Computer Science: Game Design (2014)

## Skills

- |              |                     |
|--------------|---------------------|
| - HTML + CSS | - Adobe Photoshop   |
| - JavaScript | - Adobe Illustrator |
| - React      | - Adobe XD          |
| - Sitecore   | - MailChimp         |
| - Wordpress  | - Shopify           |



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