

# John Bentley

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(760) 532-4516

Portland, Oregon, USA

Freelance web designer and platform development professional, specializing in elevating the digital presence of small businesses and entrepreneurs.

## Experience

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

Volunteer Brand Strategist / Designer / Developer

- Complete rebranding - new website, designed logo, created brand style guide for all publications
- Oversee ongoing maintenance for the website - managed other volunteers in updating website content, writing newsletters, creating flyers
- Created a newsletter campaign, collaborated with volunteers to 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

- Performed A/B tests, search engine optimization, and traffic data analysis using Moz, Google Analytics, and Google Optimize
- Overhauled website visual aesthetic and motion design 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 in Computer Science  
(Game Design) 2014

## Skills

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



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