



Benjamin William Gazda

GRAPHIC DESIGNER

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EXPERIENCE

GRAPHIC DESIGNER, Shubert Theatre, New Haven, CT,
March 2022–Present

- Incorporated feedback from marketing team in creating promotional materials for shows, including kiosk graphics, marquee graphics, billboards, and direct mail pieces
- Created digital ad designs to promote multiple shows simultaneously
- Increased follower and audience engagement with the creation of promotional videos
- Designed virtual and print programs for shows ahead of show schedules

PROJECT LEADER AND DESIGNER, Design Studio at
Northern Vermont University-Lyndon, February–May 2021

- Led a student design team through a logo design project for a local Vermont Community Orchestra
- Delivered simultaneous design projects for multiple clients prior to deadlines
- Designed print and digital marketing materials, including web banners and posters
- Communicated clearly and consistently with clients to ensure design drafts align with brand standards and guidelines

DESIGN INTERN, Mercy.School
Remote, June–November 2020

- Saved time on project work through creating WordPress webpage layouts
- Articulated brand story through creating web, poster, and icon designs
- Brainstormed startup brand strategy through conceptual written pieces and designs

SKILLS

- Adobe Illustrator • Adobe Photoshop • Adobe InDesign • HTML5/CSS
- Digital Illustration • Social Media Asset Design • Branding/Logo Design
- After Effects • Page Layout Design • Digital Ad Design • Video Editing/Premiere Pro

EDUCATION

Bachelor of Fine Arts (BFA) Graphic Design • May 2021 • Vermont State University
(formerly Northern Vermont University-Lyndon), Lyndonville, VT

AWARDS

NVU- Lyndon Visual Arts Award of Distinction in Graphic Design • May 2021
Northern Vermont University-Lyndon, Lyndonville, VT