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work experience

Company: Chronicle

Position: Founder & Creative Director

Dates: Nov 2022 - Present

Job Duties:

- Designed UI/ of Chronicle website and iOS app, worked closely with lead developer on ensuring a great UX flow (user experience) for Chronicle iOS app.
- Create social media content, including photography, video and print for various social media outlets like Instagram, TikTok and LinkedIn.
- Work with freelance writers and creators for content on the Chronicle platform.
- Designed Chronicle logo, branding and lead all marketing efforts.

Company: Resin Refinery

Position: Founder & Creative Director

Dates: Oct 2019 - Present

Job Duties:

- Involved in all aspects of branding, web design and social media.
- Work with clients in the cannabis industry on various design projects
- Work includes logo development, brand development, various marketing assets, advertising campaigns, websites and iOS apps.
- Designed Resin Refinery logo, branding and lead all marketing efforts.

Company: Tampa Magazines & Fourthdoor Creative

Position: Creative Director

Dates: Sep 2017 - Jan 2020

Job Duties:

- Creative director for Tampa Magazine, South Tampa Magazine and Tampa Downtown.
- Directly involved in the development and structure of each magazine per issue.
- Organize, build and setup photoshoots/meetings to ensure quality and effectiveness.
- Art direct photoshoots, work with photographer to ensure editing quality.
- Build and create marketing campaigns, plus advertisements for advertisers.
- Collaborate with lead editor in creating and scheduling web and social media content.
- Fourthdoor Creative ad agency, directly involved in all projects ranging from web design, branding and digital media for various clients in the Tampa area.

Company: United Soccer League (USL)

Position: Graphic Arts Manager, Graphic Artist

Dates: Dec 2015 - Jan 2016

Job Duties:

- Oversee and develop creative for United Soccer League, Premier Development League and Super Y League.
- Design duties included logo development, branding, web design, in-game ads, social media, in-house content, signage, marketing, announcements, etc.
- Lead design on all marketing efforts, signage and branding, reported to Digital VP and Marketing VP.
- Lead design team of jr graphic designer, animation and video director.
- Initiated, developed and presented USL Cup logo to USL CEO and lead the transition to using it in the 2016 USL Cup.

Company: Great Impressions LLC

Position: Graphic Designer, Production Manager

Dates: Aug 2013 - Nov 2015

Job Duties:

- Work with clients on various design projects like logo development, brochures, ads, invites and more.
- Schedule and oversee production of all print orders.
- Manage 2-4 staff, maintain workflow, and enhance daily production everyday to improve output.

skills

- Adobe Creative Suite; Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Rush, Adobe Express(AI Generator), Figma (in-progress)
- Microsoft Word/Google Docs, Powerpoint, Slides, Keynote, Excel and Sheets

education

School: Concordia University of Wisconsin

Dates: 2008-2011

School: Milwaukee Institute of Art and Design

Dates: 2009-2011

Bachelor's Degree in Graphic Design • Minor in Spanish

social media experience

- Facebook, Instagram, Threads, LinkedIn, Youtube, TikTok