

# John Bentley

john@jwbentley.com

(760) 532-4516

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*

- 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

### Tripwire (April 2018 - Present)

*Front End UX Developer / UX & Visual Designer*

- Overhauled website visual aesthetic and motion design using front end development frameworks and a content management system
- Reduced the home page bounce rate by 10% and increased search visibility by 25%
- Performed A/B tests, search engine optimization, and traffic data analysis

### 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 front end development code
- Built packaging designs utilizing modern graphic design tools and templates

## Skills

- HTML ●●●●
- CSS (Sass, PostCSS, Less) ●●●●
- JavaScript ●●●○
- React ●●●○
- Sitecore ●●●○
- Wordpress ●●●●
- Adobe Photoshop ●●●○
- Adobe Illustrator ●●○○
- Adobe XD ●●●●
- MailChimp ●●●○
- Shopify ●●●○
- Git ●●●●
- NPM / Webpack / Gulp ●●●●

## Education

University of California Santa Cruz

Bachelor of Science:

Computer Science: Game Design (2014)



[linkedin.com/in/jwbentle](https://www.linkedin.com/in/jwbentle)



[@mistahbentley](https://www.instagram.com/mistahbentley)



[@JohnBentleyDesign](https://www.facebook.com/JohnBentleyDesign)