



# JESSICA BENSON

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## SKILLS

- Rapid Ideation
- CAD
- Concept Development
- Manufacturing
- Hand Sketching
- Contextual Research
- Rapid Prototyping
- Model Making
- Cross Disciplinary Collaboration
- Creative Problem Solving
- Communication
- Time Management
- Business Plan/ Strategy
- Storytelling
- Teamwork
- Detail Oriented

## SOFTWARES

- SOLIDWORKS
- Keyshot
- Rhinoceros3D
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Adobe Lightroom
- Figma
- Microsoft Office

## ACHIEVEMENTS

- 10 products brought to market
- 80+ CADs produced at work in one year
- SCAD Dean's List: 2018-2021
- SCAD Academic Scholarship
- SCAD Achievement Scholarship

## EDUCATION

- Savannah College of Art & Design (SCAD)
- B.F.A in Industrial Design
- Minor: Business Management and Entrepreneurship
- Cum Laude
- Class of 2021

## EXPERIENCE

Horizon Group USA: Product Designer & Developer | Impulse & Celebration  
June 2021 - Present

- Create new products for Target and Walmart retailing for less than \$5
- Research, conceptualize, and create CADs for Adult, Children, and Pet products
- Over 80% of products have sold exceeding Target's expectation by ~30%
- Implemented new methods to create products with up-to-date design and manufacturing processes, introducing injection molding and CNC
- Work with Designers, Merchandisers, and Engineering teams in the US and China to support fast turnaround of product

Twist & Snout: Industrial Designer | SCAD Senior Capstone Project & Mentorship  
January 2021 - May 2021

- Director of Industrial Design at BARK coached me, as I created, designed, and conceptualized a dog toy that enriches dogs in creative new ways
- Presented to BARK Director biweekly to be critiqued on research, sketches, prototypes, and overall concept development
- Created a design language strategy, marketing campaign with promotional videos and advertisements, while hiring other artists to help complete the final pitch deck which I presented in front of Professors and classmates

SCADpro x The Coca-Cola Company/AMC Theatres: Industrial Designer  
September 2021 - December 2020

- Collaboration with Coca-Cola and AMC to research and develop concepts to improve the theater and concession experience
- Led the product design process by teaching undergrads how research is applied to product ideation and problem solving through sketching and physical prototypes
- Created CADs, animations, and photorealistic renders using Solidworks, Keyshot, and Adobe AfterEffects to help communicate the entire team's concepts
- Coca-Cola and AMC referred to my contributions as "revolutionary"

Hillel International: Communications Manager | Campus Involvement  
September 2019 - May 2021

- Promoted to Communications Manager directing the social media and student engagement chairs
- Recruited eleven new members in six weeks, exceeding original quota of seven new members in five weeks

The Mazer Method: Project Intern

July 2019 - September 2020

- Designed style and layout for book, "Dirty Secrets of Divorce" using Adobe InDesign, Photoshop, and Illustrator
- Assisted in editing the poems and quotes throughout the book
- Helped to create a business plan, online store, websites and zoom seminars