



JESSICA BENSON

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Portfolio: www.JessBens.com

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SKILLS

- Creative Problem Solving
- Rapid Ideation
- Concept Development
- Trend Forecasting
- Design for Manufacturing
- Design Strategy
- CAD
- Designing for Brands
- Contextual Research
- Cross Disciplinary Collaboration
- Rapid Prototyping
- Communication
- Time Management
- Business Plan/ Strategy
- Storytelling
- Detail Oriented

SOFTWARES

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

ACHIEVEMENTS

- **"SOLD OUT"** | Mushroom Jar
July 2022 | Target's Bull's Eye Playground
Sold out in less than 2 weeks in all Target stores across America and online
- **"BEST SELLER"** | Valentine's Gnome, Water Table, & Mushroom Jar
Feb-July 2022 | Target's Bull's Eye Playground
- 15 products brought to market
- 100+ CADs produced at work in 18 months
- SCAD Dean's List: 2018-2021

EDUCATION

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

EXPERIENCE

iWorld LLC: Product Designer | Home and Fitness

March 2023 - Present

- Innovating new products for partners with major off-price and mass market retailers, both private label and licensed brands
- Conceptualize product design guidelines and strategy for new brands, work with other designers and developers to create products

Horizon Group USA: Product Designer & Developer | Impulse & Celebration

June 2021 - February 2023

- Create a high volume of new products in plastic, glass, metal, and wood for major retailers, like Target and Walmart, retailing for \$5 or less
- Over 80% of products have sold, exceeding retailers expectation by 30%
- Research, conceptualize, and create CAD models using SOLIDWORKS for Adult, Children, and Pet products
- Established a completely new position on the team for a product developer/product design, helping to lay the foundation for 3D design
- Curate trend boards based on trend forecasting insights from social media and in-person competitor research trips. Innovate product lines based on these trend boards to present to clients
- Worked closely with Senior Managers to bring innovation and newness, helping the team to forage in to new product categories
- Implement new methods to create products with up-to-date design and manufacturing processes, introducing injection molding and CNC
- Gained insight and experience to factory limitations in manufacturing, required to build product to a cost, resulting in a good understanding of innovative products at a very competitive retail

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 underclassmen 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"