

Bent Jenson Jr.

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About

I am a seasoned designer with extensive experience working with renowned brands and agencies. My design sense is versatile, allowing me to create dynamic and award-winning work that is ideal for companies and brands looking to enhance their aesthetic. I am constantly seeking opportunities to push the boundaries of my creativity across various mediums. I am eager to expand my skills and explore new possibilities in the design industry.

Experience

Kobie Marketing | Senior Visual Designer (Sept. 2021 - Present)

- Coordinated and executed a company-wide rebranding, which involved implementing a new color palette, a new logo, and a new product strategy.
- Executed the majority of the rebranded work in-house.
- Provided creative direction to an agency to create an animated hype video for the rebrand, and collaborated with another agency to refresh the company's website.
- Developed branding materials for Nike EMEA Membership, a key client.
- Led content design and strategy, creating presentation materials that were presented to the CEO at Nike.

Nike (ETW) | Design Lead/Content Strategist (Mar. 2021 - Sept 2021)

- Led the creation of an internal team website to share training, editorial content, and showcase Nike's in-store services.
- Communicated branding guidelines and design templates to agency partners.
- Created and designed presentations for an internal sustainability summit.
- Developed toolkit templates for Nike Services using Figma.

Nike (ETW) | Visual Content Strategist (Sept. 2019 - Nov. 2020)

- Assisted in developing Nike Membership strategy communications with partners like Zalando, Kohl's, Dick's Sporting Goods, and Innovasport through consumer journey development and strategy deck design.
- Created a presentation deck for NRF, the world's largest retail trade association.
- Led branding efforts for three internal Nike teams and advised on a fourth, including logo design, color schemes, guidelines, and templates.
- Prepared keynote training videos for the larger team to enhance knowledge sharing and training.

Gartner | Graphic Designer (Oct. 2015 - Sept. 2019)

- Led design for three global events targeting CIOs, CISOs, and CHROs, as well as sports networking events for Division I athletic directors, professional sports team managers, and owners worldwide.
- Created and produced diverse print and digital content, including direct mail, email campaigns, web banners, dinner programs, conference materials, stage graphics, PowerPoint presentations, and video/motion graphics.
- Received consecutive awards for branding the sports brand from the Graphic Design USA In-House Design Awards.

Team Studio | Freelance Graphic Designer (Jul. 2019, May 2021)

- Designed catalog for FlexFit Hats, revamped PowerPoint slides for a data storage company, and created mockups for a leading WiFi extension hardware company, demonstrating branding expertise and visual communication skills.

Design by Bent | Freelance Graphic Designer (Ongoing)

- Successfully created and transformed brand identities for diverse clients including a dentist office, asset management company, family conflict resolution company, financial advisory company, and athletic training app, delivering compelling print and digital materials that resonated with target audiences.

Education

BYU-Hawaii (2011-2013)

- Graduated with a Bachelor's degree in Graphic Design, Cum Laude honors.
- Served as the captain of the men's Division II soccer team, showcasing leadership skills and teamwork abilities.

Skills

Illustrator • Photoshop • InDesign
Branding • Logo Design • Print Design
Digital Design • Keynote • Figma
After Effects • Microsoft Office • Infographics
Consumer Experience/Journey

Awards

Graphic Design USA Inhouse Design Award
For Branding (2018)

Graphic Design USA Inhouse Design Award
For Branding (2017)