

# Benjamin Goldfeder

## Full-Stack Designer

-  [www.benjamingoldfeder.com](http://www.benjamingoldfeder.com)
-  [www.linkedin.com/in/bgoldfeder-800](https://www.linkedin.com/in/bgoldfeder-800)
-  516-439-3484
-  goldfedb@gmail.com

## Skills

---

### Design

- UI, UX, Graphic Design, Logo Design, Responsive Web Design, Wireframing, Prototyping, Typography, Branding, Video Editing, Motion Graphics, Animation, Accessibility, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Adobe InDesign, GIMP, Figma, Canva, Procreate, Pencil2D, Traditional Art

### Development

- JavaScript, C#, HTML, CSS, Front-End Development, Interaction Design, Agile Development, Webflow, Git, Visual Studio Code, Brackets, Unity, Unreal Engine, Wordpress, Webflow, CMS, Framer, Claude Code

### Digital Business

- E-Commerce, Market Research, Social Media Management, Brand Development, Marketing, Search Engine Optimization, User Flows, Digital Advertisement, A/B Testing, Salesforce Marketing Cloud, Shopify, Data Analytics, Spreadsheets, Data Cleaning, Presentation Design, CRM Tools

## Experience

---

### Email Ops Specialist — 1-800-FLOWERS.com

August 2022 — November 2025 · Jericho, NY · Remote · Full-Time

- Translated email mockups across 13+ different brands into HTML and CSS within Salesforce
- Developed and scheduled over 700 emails annually, with a 99% success rate
- Implemented dynamic content, A/B testing, and customer data analysis utilizing AMPscript and CRM tools within Salesforce to improve engagement
- Ensured responsive email performance across different devices and platforms working closely with QA team

### Website Designer — Glenview Public Library

August 2022 — November 2022 · Glenview, IL · Remote · Freelance

- Delivered 22+ graphic design assets for use on company websites using Adobe Illustrator and Figma
- Developed an accessible, welcoming visual identity and style guide as part of a rebranding initiative
- Shared prototypes and presentations on a weekly basis and incorporated client feedback

### Front-end Developer — RDI Diamonds

November 2021 — May 2022 · Rochester, NY · Hybrid · Part-Time

- Headed a website refresh and designed email campaign layouts for partnered jewelry companies
- Created several custom user interface elements within Shopify for use in B2B marketing

### E-commerce Specialist — Chiarelli's Religious Goods

May 2021 — November 2021 · New Hyde Park, NY · On-site · Full-Time

- Restructured website front-end, improving UX for core customers and first-time visitors alike
- Designed vector graphics and assets for marketing and promotion across website homepage and social media
- Managed social media marketing and SEO, using market research and data collection methods

### Virtual Tech Camp Instructor — iD Tech Camps

May 2020 — Aug 2020 · Remote · Full-Time

- Taught 3D modeling and game design in a fun, comprehensive format for children ages 7-12
- Empowered young students while adapting to a remote learning environment

## Education

---

### Rochester Institute of Technology, School of Interactive Games and Media

August 2018 — May 2022 · Rochester, NY

- Bachelor of Science in New Media Interactive Development
- Minor in Digital Business
- Immersion in Digital Literatures and Comparative Media
- GPA: 3.50
- Honors: Cum Laude