

2021 – Present

**Viz.ai**

**San Francisco, CA**

### Creative Manager (Marketing)

- Lead a small team of designers in developing many different kinds of marketing pieces – including website graphics, banner campaigns, digital 1-pagers, brochures, conference booths, infographics.
- Build video and motion graphic projects for conference booth videos and social content.
- Create prototypes for sales meetings in Protopie.

2013 – 2020

**Asurion Inc.**

**Bridgewater, NJ**

### Sr Manager, Creative Solutions Team (Digital)

- Member of the creative leadership team helping to elevate creative & design company-wide.
- Led a small team of designers and front end developers creating engaging and fully responsive web experiences from full sites sites to one-pagers.
- Created social videos from concept through video production.

**Clients included:** Verizon, AT&T, Sprint, Walmart, Home Depot, Tractor Supply

2011 – 2013

**Group DCA**

**Parsippany, NJ**

### Sr Art Director/Interaction Design Lead

- Developed processes to move company from Flash to HTML5-based projects.
- Served as HTML5 evangelist to multiple disciplines, changing the philosophy and approach to project envisioning and execution.
- Experience planning, designing and implementing for mobile, desktop and apps.

**Clients included:** Pfizer, Janssen, Vivus

2002 – 2011

**Logical Design Solutions**

**Florham Park, NJ**

### Sr Consultant, Visual Design

- Worked extensively designing B-to-E portals & extranets.
- Designed and developed CD-ROM & web based e-Learning modules.
- Corporate identity design from trade show booths to collateral to books.

**Clients included:** Colgate-Palmolive, Valero, Honeywell, Prudential, McKesson

1991 – 2002

**Mezzina/Brown & Partners**

**New York, NY**

### Asst Art Director/Art Director/Sr Internet Designer

- Developed strategies and site architecture.
- Developed and executed catalogs from concept through press run.
- Worked on nationwide point-of-sale campaigns from concept to mechanical.

**Clients included:** Intel, J&B Scotch, Goldman Sachs, Finlandia Vodka, Camel Cigarettes, Wit Beer

# /mb



[www.benzkofer.com](http://www.benzkofer.com)

[mbenzkofer@gmail.com](mailto:mbenzkofer@gmail.com)



## Education

School of Visual Arts  
BFA, Advertising



## Proficiencies

I am well rounded.

I'm really good with Photoshop, Illustrator, Sketch/Figma, CSS, JavaScript and HTML.

I am proficient in After Effects, Premiere and prototyping tools like Protopie.

At some point in my career I was knee deep in PHP, Perl, MySQL and ActionScript.

I am comfortable in Mac and Windows environments.