BENNETT WAISBREN

Generative AI Expert, Senior Graphic Designer

DETAILS

PHONE
805-294-0989

EMAIL
blwaisbren@gmail.com

LINKS

Professional Portfolio

Instagram (400k+ followers)

TikTok (400k+ followers)

SKILLS

Generative AI

Social Media

Artificial Intelligence

Stable Diffusion

Midjourney

Adobe Photoshop

Adobe Illustrator

Adobe Creative Suite

PROFILE

With over 15 years as a senior graphic designer and web developer across multiple industries, I now specialize in cutting-edge AI-driven visuals and generative content, leveraging tools like Stable Diffusion to push creative boundaries. My expertise in generative video and image AI has garnered 300+ million social media views and almost 1 million followers, cementing my role as a leading creator in viral, high-impact digital experiences.

EMPLOYMENT HISTORY

Viral Content Creator & AI Video Expert, Self-Employed
Camarillo

May 2023 — Present

- Produced viral AI-enhanced social media content using generative video techniques, achieving over 300 million views and almost one million followers across diverse platforms.
- Edited video for social media platforms, optimizing content for each platform

Lead Web Developer & Graphic Designer, Market Scan
Camarillo

Oct 2019 — Jan 2024

- Executed a major brand and website overhaul that supported Market Scan's acquisition by S&P Mobility.
- Designed a diverse range of marketing collateral across print and digital mediums, from email blasts and HTML banners to direct mail pieces and tradeshow booths

Lead Web Developer, Social Spice Media
Camarillo

May 2019 — Oct 2019

- Designed and implemented WordPress solutions across diverse industries, focusing on custom functionality, optimization, and seamless DevOps integration to ensure top-tier client satisfaction.

Graphic Design

Print Design

Web Development

Computer Skills

HTML

CSS

JavaScript (Programming Language)

WordPress

Design and Technology

Ability to Work in a Team

Content Strategy

DevOps

Creating Prototypes

Content Creation

Knowledge of Advertising

LANGUAGES

English

- Managed and adapted dozens of brand identities into fully customized WordPress sites, translating each client's unique style guide into a cohesive, responsive, and visually compelling digital presence.

Front End Developer, Beachbody
Westlake Village

Mar 2016 — Feb 2018

- Developed interactive JavaScript prototypes for fitness applications with real-time heart rate data integration.
- Utilized HTMLX, CSSX, and JavaScript to create a dynamic, interactive user interface that improved user experience

Senior Front End Developer, Focus Advertising
Agoura Hills

Oct 2013 — Mar 2016

- Led full-cycle web development and print design projects, ensuring brand consistency and high standards across deliverables. Managed a diverse portfolio of digital and print marketing work, including website design, HTML banners, billboards, and direct mail pieces.
- Developed creative solutions for a range of advertising campaigns, producing impactful visual assets tailored to client needs and strategic goals. Ensured seamless integration across all marketing channels, from online to large-format and direct outreach.

EDUCATION

Moorpark College
Moorpark

Oct 2008 — Oct 2011

Studied Communications with a 3.85 GPA