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DESIGN

UX/UI Design
Print + Production
Wayfinding + Environmental

CODING

WordPress Themes + Plugins
PHP / HTML / CSS / MySQL
jQuery + JavaScript

CONTENT

Photography
Copywriting
Build/Fabrication

BRANDING

Visual Identity
Marketing + Analytics
Communications

STRATEGY

Appreciative Inquiry
Results-Only Work Environment
Design Thinking

IDENTIFY. IDEATE. INSPIRE.

ETHAN WRIGHT-MAGOON

I love being a creative and the challenge of visual storytelling. My passion for over 20 years is connecting a design aesthetic to authentic brand narratives.

APR98 - NOW

BENTFORKZ, LLC
DESIGNER + FOUNDER

MIDLAND, TX

MAR18 - NOW

I20 WILDLIFE PRESERVE
DIR. OF DESIGN STRATEGY

MIDLAND, TX

FEB09 - SEP12

BATES COLLEGE
DIR. OF CREATIVE TECHNOLOGY

LEWISTON, ME

AUG15 - NOW

ZDCA CREATIVE
USER EXPERIENCE DESIGNER

SANTA ROSA, CA

NOV12 - MAY14

SYRACUSE UNIVERSITY
INDEPENDENT CREATIVE

SYRACUSE, NY

JUL07 - NOW

BRIGGS ADVERTISING
SENIOR DESIGNER + DEVELOPER

BATH, ME

JUN06 - JUL07

CAMEO MARKETING, INC
DIR. OF EXPERIENTIAL DESIGN

NEW GLOUCESTER, ME

FEB00 - JUL02

VIRTUAL DESIGN, INC
ART DIRECTOR + DEVELOPER

PORTLAND, ME

I am a self-starter with a generative mindset. With tools like Design Thinking and Appreciative Inquiry in my back pocket, I can navigate ambiguity, empathize with stakeholders, and cultivate a team bias toward action.

I care deeply about design details, thrive on strategic leadership, and often find myself translating organizational vision into reality. It's a proven mashup of genuine creativity and director-level logic.

EDUCATION

Lyndon State College • Bachelor of Arts
Major – Communications, Graphic Design
Minor Study – Literature, Meteorology, Biology

TECHNOLOGY

- Sketch, Coda, Espresso, Adobe Creative Suite
- WordPress, PHP, CSS, JavaScript & JQuery
- Facebook, Instagram, MailChimp, Podcasting

PERSONAL

- Trail running, mountain biking, photography
- Environmental psychology, biology
- Homebrewing, cooking, xeriscaping

READING

- *Necessary Endings*, by Henry Cloud
- *The Nature Fix*, by Florence Williams
- *Hacking Darwin*, by Jamie Metzl