

# Benny Water

Digital Communication & Technology Strategist

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Strategist specializing in connected digital systems where information architecture and technology reinforce each other to create high-utility user experiences. I bridge the gap between complex data and human-centric design by deploying privacy-first local AI workflows and semantic search environments.

## Professional Experience

### **Freelance Digital Communication & Design Consultant | Prague | 2017 – Present**

**Architected "Better News" Aggregator:** Engineered a self-hosted, local news ecosystem utilizing a resource-efficient AI analysis pipeline to promote mindful content consumption.

**Developed "The Czech Pages" Information System:** Designed a custom data model and semantic search layer to improve discovery accuracy beyond standard keyword matching.

**Built "Barber Studio Don" Digital Ecosystem:** Delivered a full-stack environment combining brand identity, booking logic, and analytics to streamline local business operations.

**Implemented AI-Assisted Workflows:** Developed privacy-focused automation using n8n and local LLMs to process content and data for international clients.

**Website Infrastructure:** Deployed and managed WordPress environments using Docker and Traefik for high-performance delivery.

### **Autoline Sales Support Analyst (Dutch Market) | Keyloop | Prague | 2023 – 2025**

**Technical Support:** Provided frontline diagnostics and support for dealer management software in Dutch-speaking markets using KCML and internal tools.

**Workflow Documentation:** Maintained structured internal documentation to support knowledge sharing and troubleshooting efficiency.

### **Art Director & Co-Founder | Oko Magazine | Prague | Jan 2018 – Dec 2020**

**Creative Direction:** Led visual identity and editorial strategy for an English-language magazine, producing nine printed editions.

**Brand Consistency:** Managed cross-platform design cohesion between high-quality print and digital media.

### **Designer & Social Media Manager | Smith Novak | Prague | Dec 2019 – Mar 2020**

**Event Communication:** Produced graphics and presentation materials for the Global NPL event.

**Growth Strategy:** Supported social media growth through the creation of structured communication assets.

## **Art Director | Youth Time International Movement | Prague | Feb 2017 – Jul 2017**

**Visual Branding:** Created branding and editorial assets for international organizational communication.

**International Representation:** Represented the organization as a communication lead during a global event in Beijing.

## **Skills & Languages**

**Systems & Automation:** Docker, Traefik, Linux, n8n workflow automation, and Local LLM implementation, OpenAI, Gemini.

**Design & Architecture:** Information Architecture, UX/UI (Figma), Semantic Search Design, Data Modelling, and Adobe Creative Suite.

**Languages:** Native Dutch; English (C2), French (C2), German (B2), Chinese (A1) .

**Human Expertise:** Cross-cultural leadership (International representation in Beijing), consultative problem-solving, and managing end-to-end digital transformations.

## **Education**

**Technical Degree in Internet and Multimedia** | Université Sud Toulon Var, France | 2013 – 2016

*Includes an exchange year at Charles University, Prague (2015-2016).*

**TEFL Certificate** | Uni Prep Corporation, Canada | 2016.