

Ben Ward

GRAPHIC DESIGN & CREATIVE SERVICES

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PROFESSIONAL PROFILE

I'm a competent and conscientious design graduate who is focussed on creating unique and engaging content. I'm always looking for opportunities to learn new skills and progress in my career. I love the design and the problem-solving process involved as well. Working freelance right now,

I have extensive knowledge in the Adobe Creative Suite and have been using it for 7 years. As well as Adobe CC, I've spent time using Auto CAD and Cinema 4D. I'm always looking to improve my skill set.

Since leaving university I've been working as a freelance designer creating websites, logos and posters for various clients. I've worked with a range of clients such as architects, schools and personal trainers. More information on my recent projects and testimonials can be found on my website. As well as taking on paid freelance work, I've also been taking on voluntary design work as a way to gain valuable experience in the industry.

EMPLOYMENT HISTORY

LeaseShop

September 2019 - Present

Design and Marketing

At LeaseShop I run campaigns in accordance with the FCA (Financial Conduct Authority) on various platforms such as Google, Bing, and Facebook. I also design social media content, manage the social media pages, send and design email marketing campaigns, and keep the website UX up to date and relevant to the ever-changing leasing industry. As well as LeaseShop, I manage the marketing and branding for NewVansOnline.

Hodson Architects

January 2019 - July 2019

Freelance graphic and web-designer

This role involved creating a new company website and rebranding. I had weekly meetings to figure out in which direction to take the look and feel of the website. I was also responsible for inputting and arranging all of the project pages and images.

SOFTWARE SKILLS

- Photoshop
- Illustrator
- Lightroom
- InDesign
- Google Ads and Analytics
- Microsoft Office
- iWork Suite
- Wix

PERSONAL SKILLS

- Meeting deadlines
- Creativity
- Problem solving
- Time Management
- Self-motivation
- Adaptability

EDUCATION

Google

Fundamentals of digital marketing
2019 - 2020

This online course delivered by Google covered, among other things: SEO, analysing online traffic, e-commerce management, planning an online business strategy and content marketing.

University Centre Grimsby

BA (Hons) Design
2015 - 2018

During my time here I spent a lot of time rebranding the art department to The Design Haus. This is a play on words referring to the German art school, the Bauhaus. I also studied the design principles in-depth, I graduated with a 2.1 and my dissertation was titled "A Study In Relations To Culture and Fashion".

EMPLOYMENT HISTORY CONTINUED

Grand Design Kitchens and Bedrooms
September 2019

Freelance graphic designer

At Grand Design Kitchens and Bedrooms I was responsible for creating marketing material, billboard graphics and general up-keep of their website. Software used: Wordpress, Adobe Photoshop, Lightroom and Illustrator.

Bodymod Personal training
2019

Freelance graphic designer

I was responsible for creating a logo/brand identity for a new personal trainer based in Cleethorpes. I was communicating with the client via Facebook messenger, with a turnaround time of 2 days the project was completed on time and the client was very pleased it. The final product can be viewed on my website.

Young's Seafood
June 2012 - June 2013

Hygiene Technician

During my time at Young's Seafood I helped to keep the factory clean throughout the working day, I also kept stock of pallets. I worked weekends here whilst studying Graphic Design at The Grimsby Institute of Further & Higher Education. I feel that the time spent working here gave me the motivation needed to carry onto university

REFERENCES

Gregg Johnson
BIM Director
Hodson Architects

Daniel Smith
Director
Grand Designs Kitchens
and Bedrooms

Keith Hume
HE Curriculum Manager
Digital & Creative Industries
Grimsby University

Walter Smith
Retired Police Officer
and Coroner
Humberside Police

EDUCATION CONTINUED

Grimsby Institute
Level 3 Mechanical Engineering
2014 - 2015

This course involved classes in maintaining mechanical systems, technical drawing, physics, engineering mathematics and AutoCAD. There was an emphasis on health and safety.

Level 3 Graphic Design
2011-2013

The few years spent studying graphic design at this level were very valuable to me. This taught me the basics in print and logo design which made me eager to learn more.

ACCOMPLISHMENTS

- Created the Grimsby and Cleethorpes Snapchat filters with over 13 million views.
- Runner up in an ASOS design competition.
- Responsible for the Grimsby University design course billboard advertisements.
- A time-lapse video that I shot in Las Vegas has been used by the America based weather website, the WeatherNation TV. They reached out to me via Instagram.

Please get in touch if I can offer you any more information such as reference contact details or if you have a project that you'd like to explore together.