

Profile

Portfolio benhall.design

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D.O.B 20th April 1980

Visa Australian citizen

I have a passion for all things digital with a particular love for motion graphics. I enjoy creating engaging design solutions which enhance the customer experience. I have over 15 years of marketing and advertising experience, working with some of Australia's most iconic brands.

I am a massive believer in constantly learning and pushing yourself. Last year, I undertook a course in VR design at Academy Xi which has given me the capability to design and build basic VR and AR experiences. I am currently studying Cinema 4D.

Outside of work, I really enjoy going camping, snowboarding, traveling and experiencing new food and cultures, music festivals, and socialising in and around NSW.

Employment

Kayak (ft)

Digital art director - 11/22 to 11/23

I worked as the digital art director for Kayak Australia. I was responsible for concepts, designs, and roll-out of all brand assets in the APAC and Indian regions. My role involved working with global stakeholders and contributing to the global brand design system. The role was heavily focused on video production with user-generated content and developing campaign landing pages and all the supporting collateral. Being the only creative for two massive regions was challenging but also immensely rewarding.

Air Tasker (c)

Lead designer - 07/22 to 11/22

Working on social media videos and getting key assets prepared for the new brand launch.

Special Group (c)

Digital designer - 02/22 to 05/22

Contributing to the design concepts, implementation and testing of the Virgin Australia re-brand.

The Monkeys (c)

Digital designer - 11/21 to 12/21

A short contracting role working on various digital OOH creative for NRMA insurance.

INVNT (c)

Digital Art Director - 05/21 to 11/21

Leading digital campaign creative for brands such as Rolls Royce, Pancast, SAP and Under Armour. Working on everything from hype reels to AR filters and digital OOH.

Cashrewards (ft)

Creative lead - 11/19 to 04/21

Providing art direction for all of the above the line marketing campaigns including videos for social media.

Woolies X (c)

Creative lead - 03/19 to 11/19

I was the creative lead for the Woolies Rewards and Qantas Frequent Flyer Points refresh campaign.

Sweeting Studio (c)

Digital designer - 10/18 to 02/19

Working on a variety of international campaigns for a fitness brand.

Zip (c)

Design lead - 02/18 to 10/18

I was responsible for all campaigns from concepts through to completion and mentoring junior team members.

Banjo Advertising (c)

Lead designer - 08/17 to 02/18

Creating video for social, interactive ads, AR demo's and landing pages.

Sibling Agency (c)

Digital designer - 04/17 to 08/17

OOH creative for Westfield centres to support marketing campaigns.

Lavender CX (c)

Digital designer - 02/17 to 04/17

Working on digital campaigns for various fin-tech companies.

Optus Business (c)

Digital designer - 08/16 to 02/17

UI design on a shopping tool, which involved lots of UX and prototyping

NRMA (ft)

Digital art director - 06/15 - 08/16

Created digital brand guidelines and worked on various digital campaigns.

Skills

- Animation
- UI Design
- 3D design
- 3D animation
- HTML/CSS
- Figma
- Cinema 4D
- Word press
- Brand design
- Video editing
- Colour grading
- Social media
- AR/VR design
- Creative cloud
- Spark AR
- GWD

(ft) = full time role.

(c) = contract/freelance role.

References available on request.