

## Profile

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.

## Details

Email [hi@benhall.design](mailto:hi@benhall.design)

Web [benhall.design](http://benhall.design)

Mobile 0413 804 651

D.O.B 20th April 1980

Visa Australian citizen

## Employment

### Cashrewards

#### Creative lead - 11/19 to date

I work as part of a dynamic creative team providing art direction for all of the above the line marketing campaigns including designing and building of digital campaign assets. I also report to various stakeholders within the business to meet monthly acquisition targets.

#### Freelancing - 07/16 to 10/19

### Woolies X

I was the creative lead for the Woolies Rewards and Qantas Frequent Flyer Points refresh campaign. I developed the campaign look and feel, created all the digital collateral.

### Sweeting Studio

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

### Zip

Working as the design lead at Zip I was responsible for all marketing campaigns from concepts through to completion, as well as serving as a mentor for junior team members.

### Sibling Agency

OOH creative for Westfield centres to support marketing campaigns.

## Banjo Advertising

Lead digital designer creating video adverts for social. I was also creating interactive adverts, AR demo's and campaign landing pages.

### Lavender CX

Working on digital campaigns for various fin-tech companies.

### Optus Business

Lead UI designer for a new multi purchase shopping tool for Optus Business. UX and prototyping played a major part in this role.

### NRMA

#### Digital art director - 06/15 - 06/16

I created the digital brand guidelines from scratch on how The NRMA is seen across all digital channels, web, display, email, and social. This was an ever-evolving project which I lead. In addition to this, I was responsible for design and built of various digital OOH campaigns.

### Cummins and Partners

#### Senior designer - 01/15 - 06/15

I was responsible for the design and output of the digital assets for the multi-million dollar "Vodafone Entertainment" launch campaign. The digital OOH campaign was featured in a variety of locations.

## Vodafone

#### Senior digital designer - 07/13 - 12/14

One of my key achievements working for Vodafone was to introduce mobile first best practice and several other innovations, including an Australian-first to display content full width on desktop emails. Other innovations included introducing animated content into email headers.

I was also responsible for the creation of the Vodafone Australia digital style guide used by both in-house and agency teams. The guidelines intricately detail how digital creative should be displayed.

## Software and skills

- After Effects
- Photoshop
- Sketch
- Figma
- Cinema 4D
- Premier
- GWD/Animate
- Spark AR
- InDesign
- Illustrator
- UI / UX design
- Prototyping
- HTML 5
- CSS3
- Sublime text
- Bootstrap
- Animation
- Video editing
- Grading
- 3D design
- Social video content / advertising

References available on request