

# Ben Hall | Digital Creative

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## Profile

With over 10 years of industry experience, I have learnt to wear many hats. I have a love for all things digital with a huge passion for motion graphics, animation and video. I get a buzz from creating engaging digital solutions.

I'm always learning new techniques and love experimenting with new technology such as AR and VR.

Outside of work, I enjoy going camping, snowboarding, traveling and experiencing new cultures, festivals, and socialising in and around Sydney.

## Contact

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## Employment

Freelancing - 07/16 to date

### Sweeting Studio

Working on a variety of digital OOH campaigns for a global fitness brand.

### Zip Pay

Lead designer for all campaign creative, as well as looking after all the video and animation creative for the business.

### Banjo Advertising

Lead digital designer concepting and creating bespoke video content for social media. I was also creating interactive adverts, augmented reality demos and campaign landing pages. Working with clients such as Crown, SharkShield NSW Government and AMP.

### Sibling Agency

Creating motion graphics for Westfield centres to support marketing campaigns.

### Lavender CX

Working on campaigns for various fin-tech clients such as Amex and Medibank. As well as creating digital, print and video assets for a number of campaigns.

### Optus Business

Creating a new UI and campaign graphics for a multi purchase shopping tool for Optus Business. UX and prototyping also played a major part in this role.

## NRMA

Digital art director - 06/15 - 06/16

Digital brand guidelines and campaigns

I created the digital brand guidelines from scratch on how The NRMA is seen across all digital channels, web, display, eDM's and social. This was an ever evolving project which I lead. In addition to this, I have designed and built various digital assets for BAU campaigns.

[acrvmag.com.au](http://acrvmag.com.au)

I designed and built this wordpress site for Australian Caravan and RV magazine. The site launched in December 2015 and had an average of 880,000 visitors per month

## Cummins and Partners

Senior digital designer - 01/15 - 06/15

Vodafone entertainment launch

I was responsible for the design and output of the digital assets for this multi million dollar campaign. The digital OOH campaign was featured in a variety of locations including shopping malls, various cinemas and major transport hubs across Australia.

Digital campaigns

Creating storyboards for TVC, designed info-graphics and also looked after other digital collateral, such as landing pages, and eDM's.

## Vodafone

Senior digital designer - 07/13 - 12/14

Revolutionised eDM's and eNews

I introduced several new innovations, including an Australian-first to display

content on a linear wide lens format on desktop eDM's. Other innovations included mobilising all eDM and newsletter templates, simplifying the number of templates to ease production, and introducing animated content in headers.

Digital guidelines

I contributed to the launch of Vodafone's new digital guidelines 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
- Illustrator
- GWD/Animate
- Premier
- Unity 3D
- Cinema 4D
- InDesign
- Spark AR
- UI / UX design
- Prototyping
- HTML 5
- CSS3
- Sublime text
- Bootstrap
- Social video content / advertising
- Mixed Reality Design

I am passionate about everything digital and I am always looking to expand my knowledge and experience within this area. I have undertaken courses in Responsive web design, and After Effects. I am constantly learning new techniques by using online resources such as Lynda.com and Video Copilot. I have also recently completed a Virtual Reality design course at Academy XI.

References available on request