

Ben Hall : Digital Art Director

Profile

I am a digital art director with over 10 years of industry experience. I have a passion for all things digital with a particular love for motion graphics and animation. I enjoy creating engaging digital solutions for exciting brands. As a passionate advocate for digital design, I love learning new techniques and solutions to keep up with ever-evolving technology.

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

Contact

Address 1106 Horizon Building
184 Forbes Street
Darlinghurst
Sydney 2010

D.O.B 20th April 1980

Visa Australian citizen

Mobile 0413 804 651

Email ben@fluid-pixels.com

Website fluid-pixels.com

Employment

Freelancing - 07/16 to date

Zip Money

Working within the marketing team providing art direction for all digital creative. I am also responsible for looking after the motion graphics requirements for all channels in the business.

Banjo Advertising

Working as the lead digital designer concepting and creating bespoke video content for social media in square and portrait formats. I was also creating interactive adverts, augmented reality demos, bespoke animations and campaign landing pages. Producing work for a range of clients such as Crown Casinos, Shark Shield and NSW Government.

Sibling Agency

Creating motion graphics for Westfield centres to support national marketing campaigns. Other collateral includes eDM's, animated display banners, website graphics and printed POS.

Lavender CX

Working on pitches for various financial services 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. User journeys and prototyping have also played a major part in this role, which needed me to work closely with the UX team.

DDB

Designing interactive medical presentations for external sales clients.

Play Communications

Creating digital assets for campaign launches.

NRMA

Designer/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 campaigns which included landing pages, display banners, social and digital OOH creative.

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 Samsung entertainment launch

I was responsible for the design and output of the digital assets for this multi million dollar campaign. The majority of this campaign consisted of digital OOH, which was featured in a variety of locations including large format spectacles in 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, from all aspects of digital advertising, social advertising and banner design for Vodafone.com.au

Digital campaigns

Banner design, page-takeovers and website graphics. I was also responsible for the design and build of digital OOH campaigns.

Software and skills

- After Effects
- Photoshop
- Sketch
- Illustrator
- Animate
- Premier
- Unity 3D
- Cinema 4D
- InDesign
- Acrobat
- VR design
- AR design
- UI / UX design
- Prototyping
- HTML 5
- CSS3
- Sublime text
- Bootstrap
- Social media advertising

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. In addition to my digital skills, I have also recently completed a Virtual Reality design course at Academy XI

References

Available on request