

Ben Jones

# New York City-based creative designer with a dollop of UX/UI

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Manhattan, NY

## Why Should we Collaborate?\*

I'm passionate about creating kick-ass products through the digital space with an emphasis on brand development and strict attention to detail. I utilize my diverse professional background

to achieve greater success leveraging broad experiences. My goal is to further my own skills in the direction of user experience with striking visual design.

### Linkedin

/ben-jones-us/

### Behance

/benjonesdesign

## The Big Wide World

### DIGITAL

Digital Designer (Freelance)	January 2013 - Present	Ben Jones Design New York, NY
UX/UI & Interactive Designer (Freelance)	February 2020 - March 2020	Decker Design Inc. New York, NY
Interactive Experience Coordinator (Part-time)	February 2014 - June 2019	Joslyn Art Museum Omaha, NE
UX/UI and Visual Designer	February 2017 - February 2018	Orca Analytics Omaha, NE

### GRAPHIC DESIGN

Lead Graphic Designer and Illustrator (Part-time)	September 2019 - April 2020	ASME New York, NY
Infographic Designer	August 2016 - June 2019	Lab Rat Design Omaha, NE (Start-up)
Brand, Print and Production Designer	October 2008 - May 2012	Keen as Mustard London, UK

## Training

Bachelor of Arts (Hons) Degree Graphic Design	September 2002 - May 2007	Essex University Southend-on-Sea, UK
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## Chops

Creative Thinking	User Experience
Collaboration	Infographics
Team Leadership	Illustration
Project Strategy	Motion Graphics
Research & Analysis	Color, Typography, Layouts
Digital Design	Wireframing
Logo & Branding	Prototyping
User Interface	HTML/CSS/JS

## On-Screen

Photoshop	Illustrator
InDesign	After Effects
Sketch/XD	Invision
Zeplin	HTML/CSS/JS
Principle	MS Office
Balsamiq	

## Passion

Travel - 24 countries and counting  
Storm Chasing - Well, I lived in Omaha  
Soccer - or "Real Football"  
House & Techno - Parental approval  
Design - It doesn't just end on-screen

\* I'm a British national with **NO** sponsorship requirements!

# The Big Wide World (IN DETAIL)

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## DIGITAL

### Digital Designer - Ben Jones Design (Freelance)

My role focuses on increasing small to medium-sized businesses grow in the digital space design through product, branding, and presentation design. My role also includes leading projects from start to finish, presenting concepts to stakeholders, conducting market and user research, and analysis, and liaising with other creative entities. Recent clients include **States United to Prevent Gun Violence**, **Calibre One Executive Recruiters**, and **Omaha Refugee Empowerment Center**.

### UX/UI & Interactive Designer - Decker Design Inc. (Freelance)

Hired in a freelance capacity, my role was to lead the design for an annual report micro-site for Mutual of America paying close attention to both the user experience and interaction. My role included liaising with the creative director, account manager, and developers, as well as directing a junior designer. On the client-side, I was tasked with leading progress meetings as well as presenting the final visual prototype at Mutual of America. The website can be seen at [www.annualreport2019.mutualofamerica.com](http://www.annualreport2019.mutualofamerica.com)

### Interactive Experience Coordinator - Joslyn Art Museum

My role was to advance The Museum's interactive technology (both on and offscreen) to build on a solid existing customer experience base. This was done through coordinating service-learning projects with local colleges and schools, overseeing touch-tech installation projects, providing on-line education materials, and leading developments of virtual and augmented technologies. During my tenure, the connectivity with local educational institutions increased exponentially and the directed technology installations became museum favorites with their patrons.

### UX/UI and Visual Designer - Orca Analytics

As part of a four-person collective within a start-up accelerator competition, we developed a prototype product addressing the problem of diminishing graduate percentages at community college level. In this role, I led the UX/UI and visual design and assisted with user research and analytics, product strategy, and client meetings and presentations. We placed second in two start-up competitions and established a very strong client relationship with Metro Community College, Omaha, NE.

## GRAPHIC DESIGN

### Lead Graphic Designer and Illustrator - American Society of Mechanical Engineers

My role was supporting learning experience designers with interpretive visual graphics and animation to complement their gold standard on-line learning courses, while following ASME's brand guidelines and directions. My role also included creating concept redesigns for their online product portal, supporting infographic designs, and creating a complete icon deck to support their additive manufacturing products.

### Infographic Designer - Lab Rat Design

The company was founded to provide scientific researchers with a design service to enhance their research papers poised for publication submission. My role was to take the interpretive data and direct the design in accordance with each specific publication's design specification. Biological researchers successfully publish their papers at an almost 100% success rate with supporting graphics created at Lab Rat Design, comparable to graphics created in-house which was lower than 40%.

### Brand, Print & Production Designer - Keen as Mustard

I led projects with the assistance of a junior designer, also overseeing outsourcing requirements to print companies and additional creatives and developers. Notable achievements include the successful undertaking of a full re-brand for Mustard's main retained client, winning an infographic design competition award at the 2011 MRS conference, and being commissioned to contribute an infographic visual to UK based Research magazine.