

Ben Jones

New York City-based digital & brand designer

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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 & Brand Designer (Freelance)	January 2013 - Present	Ben Jones Design New York, NY	UX/UI & Interactive Designer	February 2020 - March 2020	Decker Design New York, NY
Illustration Designer	September 2019 - Present	ASME New York, NY	Interactive Experience Coordinator	February 2014 - June 2019	Joslyn Art Museum Omaha, NE
Digital Art Director	November 2020 - February 2021	Morgan Stanley New York, NY	Infographic Designer	August 2016 - June 2019	Lab Rat Design Omaha, NE
UX/UI & Visual Designer	August 2020 - September 2020	North Highland Atlanta, GA (Remote)	UX/UI & Brand Designer	February 2017 - February 2018	Orca Analytics Omaha, NE

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
Collaboration
Team Leadership
Project Strategy
Research & Analysis
Digital Design
Logo & Branding
User Interface

User Experience
Infographics
Illustration
Motion Graphics
Color, Typography, Layouts
Wireframing
Prototyping
HTML/CSS/JS

On-Screen

Photoshop
Illustrator
InDesign
After Effects
XD
Sketch

Invision
Miro
Figma
Zeplin
MS Office
Wordpress

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)

Digital & Brand Designer - Ben Jones Design (Freelance)

Focusing on increasing small to medium-sized businesses growth in the digital space design through product, branding, and presentation design, my role also included 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.

Illustration Designer - American Society of Mechanical Engineers (Part-Time Contract)

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.

Digital Art Director - Morgan Stanley (Contract)

My role focused on taking projects from conception and layout to final sign-off within Morgan Stanley's brand style guidelines. I have also had the opportunity to work on specialized custom projects, pushing the existing design constraints to create a better user experience. My responsibility also included art direction through graphical style and layout, presenting to the creative team and key stakeholders, and applying creative and production knowledge to drive design and UX within the digital space.

UX/UI & Visual Designer - North Highland (Contract)

My role focused on the UX/UI aspect of an online portal for a company focusing on products for insurance organizations. The position worked closely with a specialist UX Designer and Copyrighter, to produce a new more advanced version of their current web portal integrating a new blueprint while maintaining brand style and guides. The role also required me to present to the North Highland (Blueprint and UX teams) and the Client on a daily basis showing project progress.

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

Interactive Experience Coordinator - Joslyn Art Museum

My role was to advance The Museum's interactive technology (both on and off-screen) 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.

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%.

UX/UI & Brand Designer - Orca Analytics

As part of a four-person collective, we developed prototype software for higher education institutions that utilized predictive and prescriptive analytics to improve student retention and graduation rates. In this role, I lead the UX/UI design and assisted with UX research, product strategy, and product meetings and presentations.