



BENJAMIN BROWN

SENIOR DIGITAL DESIGNER

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PROFILE

A Senior Digital Designer with 14 years of experience at some of London's top digital creative and production agencies, who believes that good design is as much about thorough planning and efficient process as it is about delivering striking content. The fast-paced and often challenging world of digital marketing and display advertising has become a particular specialism of mine, and is an area where I believe I can add valuable experience and expertise at every stage of a brief, from pre-production (management) and concept development right through to asset production, build and delivery.

EXPERIENCE

DEC 2015 - PRESENT

SENIOR DIGITAL DESIGNER Wellcom London

As the Senior Digital Designer of a new digital team, my role involved taking the creative lead on a variety of digital tasks, ranging from concept development, website maintenance, display advertising campaigns and DOOH placements, whilst acting as brand guardian for key accounts and mentoring junior designers and developers. Working closely with the Digital Director and Lead Front End Developer, I was specifically tasked with bringing much of the lost knowledge and expertise of campaign work back in-house, and with streamlining design practices and procedures in order to improve the efficiency and profitability of the team.

This particular period was also notable for several collaborative working partnerships that Wellcom had established with **Havas**, **BBH** and **Lucky Generals**.

OCT 2005 - DEC 2015

FREELANCE DIGITAL CREATIVE Various

Defined by lengthy spells at **Iris** (2.5 years), **Google** (1 year), **Momentum** (1 year), **MRM-Meteorite** (2.5 years), **Tag Worldwide** (2 years), **Dare Digital**, **AIS** and **Karmarama** (all 3 months or less), this period of my career gave me the opportunity to work alongside some of the industry's top creative talents on digital projects for some of the world's top brands. I believe it also demonstrates my ability to fit seamlessly into new teams (on both a professional and personal level) and to adapt to working across a variety of different marketing verticals.

NOV 2003 - OCT 2005

JUNIOR FLASH DESIGNER / DEVELOPER Prism-e

Designing and developing microsites, online games and interstitial animations for two of **Viacom's** best loved brands: **Nickelodeon** and **MTV**.

KEY SKILLS

TECHNICAL

- Adobe CC design and production packages
- Good understanding of current development standards (HTML5, CSS3 and Javascript)
- Experienced with 3rd Party Ad platforms
- DoubleClick certified
- Experience of using Celtra Ad builder
- Experience of using CMS systems
- Experienced with interpreting complex media plans and collating accurate specs

PERSONAL

- Reliable, hard-working and honest
- Firendly, outgoing and quick to adapt to new teams and new environments
- Highly methodical and organized
- Strong attention to detail
- Good eye for technical and creative risk assessment
- Proactive, creative problem-solver
- Willing mentor and tutor

EDUCATION

BOURNEMOUTH UNIVERSITY (2000-2003)

- Bachelor of Arts,
New Media Production (2:1)

SOUTH EAST ESSEX COLLEGE (1996-1998)

- A Levels: Art (A), Law (A), Psychology (A)
- National Diploma of Achievement
(5 distinctions)

INTERESTS

Nothing is more important to me than spending time with my two little girls, Ivy and Sylvie. However, when I'm not running around those two little monkeys, I enjoy cooking, reading, kettlebell training (when I have the energy), good TV and music, short city breaks, socialising with friends and generally anything that gets me outside in the fresh air. Oh, and coffee - can't forget coffee!

REFERENCES

RACHEL TEDSTONE Digital Director, Curious

✉ rachel@curious-productions.co.uk

DAMIAN LEVINGSTON Head of Digital Design, Tag Worldwide

✉ damian.levingston@wlt.com

MUNJEET MEHMI Senior Digital Production Manager

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MIKE OSCAR Senior HTML5 Developer, Wellcom / BBH

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