

# Ben Carter

## Freelance Graphic Designer

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I have over 16+ years of hands on experience as a graphic designer working across a wide range of media, I work in an organised and professional manner with great attention to detail. I can conceptualise on the Mac and layout pad and have the ability to take jobs through to finished artwork. I am extremely enthusiastic, with good communication skills and capable of working within a team or individually wherever necessary. I love what I do and I'm always looking for my next challenge! I am currently working as a freelance designer working on a wide range of digital and print projects in the North West of England.

## Senior Creative Designer

The Hut Group  
September 2016 – June 2018

While at the Hut group I was heavily involved in the Beauty team, in both print and digital media. On a weekly basis I was working on several sites including lookfantastic, Skinstore, Beauty Expert and Mankind. As a senior member of the team I offered guidance where needed and was always willing to help others where I could. I worked mainly on the bigger projects and campaigns within the department and usually took them from initial concept to end product. Since my time at THG I have designed around 15 Beauty Boxes and several luxury Beauty Advent Calendars as well as lead lookfantastic's 2017 Q4 Christmas Campaign.

### **My role includes:**

- Designing the Beauty Boxes, from initial concepts to finished artwork.
- Coming up with design concepts for large retail events like Black Friday and Christmas.
- Working on the bigger projects that involve multiple stages and larger teams.
- Working on both online and offline media.
- Taking briefs, presenting ideas, and coming up with new creative concepts.
- Liaising with printers worldwide as a large part of my job involves print production.

## Senior Creative Designer

From6 Communications  
August 2013 – August 2016

While working at From6 I had been involved in helping create new business and successfully winning many of our pitches. On a weekly basis I would work on a wide range of projects for several major companies in the GCC and the UK. These included Marassi Al Bahrain, BFC (Bahrain Financing Company), The Kooheji Group, The Ministry of Transport, Costa and most recently the launch of a new Omani Airline (Salam Air). From6 is growing day by day and we strive for new business almost every other month so creativity played a key role in achieving this.

### **My role includes:**

- The branding of companies through to full roll-out.
- Designing the front-end of websites and working closely with front and back-end developers.
- Art working brochures and catalogues ready for print.
- Working on social media campaigns for Marassi, Costa and BFC.
- Designing event materials from exhibition stands to stage design, stationary to building wraps.
- Meeting clients, taking briefs and distributing the work with the other designers.
- Signage and branch branding across the GCC.
- Working on Pitches for new business which usually occurred every other month.

## Silver Award

Transform Campaign  
of the year 2016

Won Silver at the Transform award 2016 for our work on Bob "the BFC Buddy". His development was a year in the making but not only were we creating an iconic brand ambassador, but contributed in BFC reaching almost 100,000 likes on facebook.

## Creative Artworker & Designer

Photolink Creative Group  
September 2007 – June 2013

While at Photolink our main clients included Homebase, Argos, Regis, Clarks, Simon Jersey and Kitbag. As a creative lead on the Homebase, Regis and Clarks accounts I usually had several projects on the go at any one time and had to be very organized, aware of timing plans and be able to produce and create new ideas and layouts with a very fast turn around. I also briefed other colleagues if necessary and during our quiet periods I looked for opportunities to develop our current clients further.

### **My role included:**

- Attending in-house and external meetings to receive creative briefs and addressing any issues we might have so the job could run as smoothly as possible.
- Sketching designs, developing mood boards and generating flat plans.
- Selecting imagery, colours and fonts to best suit the product or client.
- Designing monthly emailers and online advertising.
- Making sure artwork was compliant with their guidelines.
- Managing and updating the in-house and client based PDF work flow systems.
- Checking the quality of supplier pages and correcting them where necessary.
- Moving projects forward, giving clients feedback and suggesting ways to improve them year-on-year.

## Award

Retail Campaign  
of the year 2013

Won Retail Campaign of the Year award at the Northern Marketing Awards 2013. This was a joint effort at Photolink Creative Group and not only did they recognise integrated efforts from the photographic, strategic, creative design and digital teams, the award was a testament of a great working relationship we had developed with the client.

## Education

1992 - 2002

HND Higher National Diploma in Graphic Design (Stockport College)  
BTEC in Graphic Design (Stockport College)  
GCSE: 9 Grades A-C plus A\* Graphic Design

## Skills

Adobe InDesign CC  
Adobe Photoshop CC  
Adobe Illustrator CC  
Final Cut Pro  
Acrobat  
Keynote  
Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint  
Digital Publishing Suite

## About me

I like to think of myself as a confident hard working person who's extremely passionate about design. I love being around other creative minds and coming together as a team. I'm cooperative, adaptable, patient, open minded and always willing to help out others and I'm always looking to grow as a designer.

## Finally...

Thank you for reading and I hope you will check out my website [www.bencarterdesign.com](http://www.bencarterdesign.com)  
References are also available on request.