

## Ben Carter

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I have over 18 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!

## Lead Creative

Gene Commerce  
May 2019 – Present Day

My main Role at GENE Commerce is to encourage and grow the design team whilst being able to understand the clients needs and making sure that the best UX practices are applied.

I'm interpreting and driving client briefs, assisting in agency pitches and sharing my design expertise with both clients and colleagues. We work mainly on the Magento 2 platform and I'm regularly required to develop design concepts for most of our major retail clients whilst keeping a close eye on content hierarchy and usability.

On a daily basis, I work closely with the developers and project managers to make sure the design team is ready for the tasks ahead and with the help of programs like Sketch, Zeplin and InVision we can share our design assets and style guides easily and effectively.

Our main clients included Tommee Tippee, Krispy Kreme, Sunspel, Professional Music Technology and Folio Society.

### **My role includes:**

- Producing Site audits using Hotjar (user mapping technology) and improving the UX and UI of our current sites.
- Create high fidelity mock-ups.
- Design E-commerce sites that are being migrated onto the Magento 2 platform.
- Constantly look for ways to improve the UX and UI across all our existing sites.

## Freelance

June 2018 – June 2013

As a Freelance Graphic designer, I worked in and around the Northwest. I specialised in both online and offline media. Clients included Clear Marketing, Fluid, Cunning Plan and Global Eagle.

## Senior Creative Designer

The Hut Group  
September 2018 – April 2019

I played a key role within the Beauty Team at the company, dealing with assignments covering both online and offline media. Being a senior member of the team, I was often called on to offer guidance on strategic and creative matters to colleagues: working mainly on larger projects and campaigns, taking the process through full cycle from initial concept to final product.

During my time at the Hut group, I had designed some fifteen beauty boxes and several luxury advent calendars as well as acting as lead designer in the Lookfantastic's 2017 Christmas Campaign.

In day-to-day terms, I was regularly required to develop design concepts for major retail events; taking briefs and delivering ideas and liaising with the company's printers worldwide to ensure that the final product moves efficiently into its production phase.

### **My role included:**

- 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 – 2016

Since my time at From6 I have been involved in helping create new business and successfully winning many of our pitches. On a weekly basis I am working on a wide range of projects for several major companies in the GCC and the UK. These include 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 plays a key role in achieving this.

### **My role included:**

- The branding of companies through to full roll-out.
- Designing the front-end of websites and working closely with front and back-end developers.
- Artworking 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 flag branding.
- 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 occurs 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 and increasing customer awareness.

## Creative Artworker & Designer

Photolink Creative Group  
September 2007 – June 2013

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.
- 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.

## In House Designer

MMA Agency  
June 2005 - April 2007

I was solely in charge of the full running of the Design Department, I maintained and updated their website using Dreamweaver, designing and producing the model cards and publicity prints. Minor photography retouching and producing all the companies promotional materials.

### **My role included:**

- Amending the website on a weekly basis, working with a back-end developer where necessary to build or amend the structure to the pages.
- Retouched images and designing promotional pieces for specific models.
- With MMA having over 250 models I made sure all promotional materials were up to date, and filed correctly.

## Artworker

Riley HR Gardens  
September 2002 - April 2005

Designed recruitment adverts for magazines and newspapers nationwide, clients including Greater Manchester Police, the NHS and local councils. It was a fast paced environment, producing many adverts daily to very tight deadlines. I dealt with strict client guidelines and used ISDN and ADSL lines to send artwork to the relevant publications.

## Education

1992 - 2002

Professional Diploma in UX Design (July 2020)  
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  
Sketch  
Final Cut Pro  
Quark  
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.