

Ben Carter

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www.bencarterdesign.com

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 UX requirements of our clients and translating them into engaging UI design projects as well as improving the customer experience.

We like to take a data driven approach when starting a new project, so we use programs such as Userzoom and Hotjar to understand, interview and monitor the user. This then gives us the ability to adapt the designs accordingly so we achieve optimal results.

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:

- Create regular site audits using Hotjar and Userzoom to improve the UX and UI of our current sites, always looking for ways to improve the product.
- Create high & low fidelity mock-ups.
- Design E-commerce sites that are housed predominantly on the Magento 2 platform.
- Work closely with the developers and project managers to make sure the design team is ready for the tasks ahead and design systems are kept up to date.

Freelance

June 2018 – April 2019

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 2016 – April 2018

I played a key role within the core 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 THG, I designed some fifteen beauty boxes and several luxury advent calendars as well as acting as lead designer on 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.
- Create photo shoot briefs and art direct shoots.

Senior Creative Designer

From6 Communications
Bahrain
August 2013 – 2016

While at From6 I was 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 the launch of a new Omani airline (Salam Air).

My role included:

- The branding of companies from ideation to full roll-out.
- Designing the UI 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 between 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 Awards 2016

Won Silver at the Transform Awards 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

Seventy7
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 highly 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 evolve our clients further.

My role included:

- Attending in-house and external meetings to receive creative briefs and address any issues we might have so the job could run as smoothly as possible.
- Scamping 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 brand 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..

Northern Marketing Award

Retail Campaign of the year 2013

Won Retail Campaign of the Year award at the Northern Marketing Awards 2013 for our work on Life by you, Hair by Regis. This was a joint effort at Seventy7 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

Professional Diploma in UX Design (The UX Design Institute - 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 (Wilmslow High School)

Skills

Adobe InDesign CC
Adobe Photoshop CC
Adobe Illustrator CC
Sketch
Invision
Zeplin
Hotjar
Userzoom
Acrobat
Keynote
Microsoft 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
References are also available on request.