

Ben Hall | Digital Creative

Profile

I am a digital creative with over 15 years of industry experience. I have a passion for all things digital with a particular love for motion graphics. I enjoy creating engaging design solutions for exciting brands.

I love learning new techniques and solutions to keep up with ever-evolving technology. I am a massive believer in constantly learning and pushing yourself. Last year, I undertook a course in VR design at Academy Xi which has given me the capability to design and build basic VR and AR experiences. I am also about to begin a course with the School of Motion studying Cinema 4D.

Outside of work, I enjoy going camping, snowboarding, traveling and experiencing new food and cultures, music festivals, and socialising in and around Sydney.

Details

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D.O.B 20th April 1980

Visa Australian citizen

Employment

Freelancing - 07/16 to date

Woolies X

I was the creative lead for the Woolworths Rewards and Qantas Frequent Flyer partnership refresh campaign. I developed the campaign look and feel, designed the landing page, re-designed all email comms and created three phases of targeted social media videos together with all the BAU digital and print marketing collateral.

Sweeting Studio

Working on a variety of international digital OOH campaigns for a fitness brand.

Zip Pay

Working as the design lead at Zip I was responsible for all marketing campaigns from concepts through to completion, as well as serving as a mentor for more junior members of the team.

Banjo Advertising

Lead digital designer concepting and creating bespoke video content for social media. I was also creating interactive adverts, augmented reality demo's and campaign landing pages.

Sibling Agency

Creating motion graphics for Westfield centres to support marketing campaigns.

Lavender CX

Working on digital campaigns for various fin-tech and insurance brands.

Optus Business

Lead UI designer for a new multi purchase shopping tool for Optus Business. UX and prototyping and vector illustration also played a major part in this role.

NRMA

Digital art director - 06/15 - 06/16

Digital brand guidelines and campaigns

I created the digital brand guidelines from scratch on how The NRMA is seen across all digital channels, web, display, email, and social. This was an ever-evolving project which I lead. In addition to this, I have designed and built various digital assets for BAU campaigns.

acrvmag.com.au

I designed and built this wordpress site for Australian Caravan and RV magazine.

Cummins and Partners

Senior digital designer - 01/15 - 06/15

Vodafone entertainment launch

I was responsible for the design and output of the digital assets for this multi-million dollar campaign. The digital OOH campaign was featured in a variety of locations including shopping malls, various cinemas and major transport hubs across Australia.

Digital campaigns

Creating storyboards for TVC, designed info-graphics and also looked after other digital collateral, such as landing pages, and emails.

Vodafone

Senior digital designer - 07/13 - 12/14

Revolutionised email design

One of my key achievements working for Vodafone was to introduce several new innovations, including an Australian-first to display content on a linear wide lens format on desktop emails. Other innovations included introducing animated content into email headers and making sure all marketing emails are designed mobile-first.

Digital guidelines

Creation of Vodafone's digital guidelines used by both in-house and agency teams. The guidelines intricately detail how digital creative should be displayed.

Software and skills

- After Effects
- Photoshop
- Sketch
- Illustrator
- GWD/Animate
- Premier
- Unity 3D
- Cinema 4D
- InDesign
- Spark AR
- UI / UX design
- Prototyping
- HTML 5
- CSS3
- Sublime text
- Bootstrap
- Animation
- Video
- 3D design
- Mixed Reality Design
- Social video content / advertising

References available on request