

Ben Hall | Digital Art Director

Profile

I have a passion for all things digital with a particular love for motion graphics. I enjoy creating engaging design solutions which enhance the customer experience. I have over 15 years of marketing and advertising experience, working with some of Australia's most iconic brands.

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 currently studying Cinema 4D.

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

Details

Web benhall.design
Email hi@benhall.design
Mobile 0413 804 651

D.O.B 20th April 1980
Visa Australian citizen

Employment

Special Group

Digital designer - 02/22 to 05/22

My most recent contract role working on various digital creatives, contributing to the design, implementation and testing of the Virgin Australia rebrand.

The Monkeys

Digital designer - 11/21 to 12/21

A short contracting role working on various digital OOH creatives..

INVNT

Digital Art Director - 05/21 to 11/21

Leading digital campaign creative for brands such as Rolls Royce, Pancast, SAP and Under Armour. I was working on everything from hype reels to Instagram AR filters and digital OOH.

Cashrewards

Creative lead - 11/19 to 04/21

I work as part of a dynamic creative team providing art direction for all of the above the line marketing campaigns including designing and building of digital campaign assets. I also report to various stakeholders within the business to meet monthly targets.

Freelancing - 07/16 to 10/19

Woolies X

I was the creative lead for the Woolies Rewards and Qantas Frequent Flyer Points refresh campaign. I created all the digital collateral for the campaign.

Sweeting Studio

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

Zip

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.

Sibling Agency

OOH creative for Westfield centres to support marketing campaigns.

Banjo Advertising

Lead digital designer creating video adverts for social. I was also creating interactive adverts, AR demo's and campaign landing pages.

Lavender CX

Working on digital campaigns for various fin-tech companies.

Optus Business

Lead UI designer for a shopping experience for Optus Business. UX and prototyping was a big part of this role.

NRMA

Digital art director - 06/15 - 06/16

I created the digital brand guidelines I was responsible for design and built of various digital OOH campaigns.

Cummins and Partners

Senior designer - 01/15 - 06/15

I was responsible for the design and creation of digital assets for Vodafone Entertainment" launch campaign.

Vodafone

Senior designer - 01/15 - 06/15

I was responsible for making all email designs mobile first, and bringing in more animations as well as creating digital display guidelines for OOH.

Software and skills

- After Effects
- Photoshop
- Sketch
- Figma
- Cinema 4D
- Premier
- GWD
- Spark AR
- InDesign
- Illustrator
- UI / UX design
- Prototyping
- HTML 5
- CSS3
- Sublime text
- Bootstrap
- Animation
- Video editing
- Grading
- 3D design

References available on request