

Benjamin Smith

ABOUT BENJAMIN SMITH

A focused and ambitious graphic designer with over 9 years of industry experience. Born and raised in Australia and currently living in London.

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PHONE

+44 7 488 432 576

SECTION #2

Education

2005 – 2006

Diploma of Graphic Design
Southbank Institute of TAFE
Brisbane, Australia

SECTION #1

Career History

MAY 2013 – PRESENT

Graphic Designer & Front-end Developer

Designfront

Brisbane, Australia

About Designfront

"Designfront is a visual communication consultancy specialising in branding, literature, and design for the web. Established in Brisbane, Australia in 2000, they work across the scale and spectrum of corporate, public and cultural organisations, with a range of clients from the arts, education, finance, hospitality, and small business sectors."

Roles

Designfront is a small (but mighty) team, and as such my roles vary depending on the project. I work extensively on both print and digital and am responsible for branding, artworking, publication design, project management, user experience, front and back-end development, client liason and photo retouching.

As the lead designer and developer on all website projects, I'm involved in every aspect of a project, from initial client meetings where objectives are discussed through to prototyping, information architecture, design and development.

Responsibilities

- Meeting with clients to discuss their business and project objectives and project requirements.
- Estimating time required to complete work, developing design briefs in response to project requirements and within the constraints of cost and time.
- Thinking creatively to produce new ideas and concepts of a high standard for print and screen.
- Preparing rough drafts and presenting to the Director and other team members.
- Demonstrating concept approaches with rough sketches and layouts.
- Creating low fidelity layouts and wireframes to investigate user flows and design ideas.
- Building interactive prototypes to investigate the feasibility of design choices and interactions.
- Proofreading to produce accurate and high-quality work.
- Performing extensive photo editing and retouching.
- Setting up client hosting and email.
- Developing and deploying websites across local, staging and production servers using version control.
- Implementing Craft CMS.
- Managing accounts for ongoing clients.

SEP 2011 – SEP 2012

Lead Designer

DMDN (Digital Media
Distribution Network)
Brisbane, Australia

OCT 2011 – APR 2012

Graphic Designer & Front-end Developer

Fresh
Brisbane, Australia

APR 2011 – FEB 2012

Freelance Designer

Clemenger BBDO
Brisbane, Australia

FEB 2011 – FEB 2012

Freelance Designer & Front-end Developer

Make Communications
Brisbane, Australia

JAN 2007 – 2009

Graphic Designer & Front-end Developer

2plik8 Creative
Brisbane, Australia

SECTION #3

Skills & Interests

SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Sketch
- Principle
- HTML & CSS
- Craft CMS

INTERESTS

- Photography
- Live Music
- Art Collection
- Table Tennis
- Cycling
- Travelling
- Data Collection

SECTION #4

Referees

REFEREE #1

Leesa Hickey
Director, Designfront

REFEREE #2

Jeff Lynne
Director, Digital8

REFEREE #3

Chris Cotton
Director, Yarn Digital

References available upon request.