

Ben Ullman

Graphic Design
Art Direction

ben@benullman.com
215-284-9023

Qualifications Summary

Ten years experience in graphic design and art direction including print and web design, user interface design, multimedia design, and presentations. Skills include marketing and visual communications strategy, document design, information and interaction design, typography, copy writing, illustration, photography, and animation.

Computer Skills

PC and Mac platforms, QuarkXPress, Adobe Photoshop (and ImageReady), Adobe Illustrator, Adobe InDesign, Macromedia Flash (and Actionscript), Macromedia Freehand, Macromedia Dreamweaver, Macromedia Fireworks, XHTML, CSS, Sony Sound Forge, and Microsoft Office Suite (Access, Excel, PowerPoint, Word).

Employment Experience

Graphic Design Manager, Barclays Bank PLC

Wilmington, DE June 2004–Present

- Manages the marketing creative services at one of the fastest growing credit card issuers in the U.S.
- Designs credit cards and related print and online acquisition materials including brochures, ads, applications, point-of-sale signage.
- Designs customer communications including customer service websites, emails, letters, statements, gift cards, and special offers and promotions.
- Works with clients to gather requirements, expectations, desires, to develop a unique marketing plan for the product that supports the clients' existing branding.
- Coordinates with vendors to ensure expectations are communicated and met, and to ensure a quality final product.
- Redesigned customer account statements for improved usability, increased messaging and ad space, and decreased paper consumption.
- Implemented and maintained a database-driven job request and tracking system.

Freelance Graphic Designer, BUdesigns

1991–Present

- Supplies clients with a variety of design services, including marketing and promotional materials, web design, logo design and corporate identity.
- Manages strategic partners and vendors.
- Clients include The Yuhas Group, Juniper Bank, BMG Distribution, Ernst & Young LLP, Afroglyphics, Neoteric Media, Employer Services Corporation, and the Art Directors Club of Metropolitan Washington.

Graphic Designer, Warner Construction Consultants

Rockville, MD June 2002–April 2004

- Managed the graphics operations of a nationally renowned consulting firm.
- Designed brochures, mailers and multimedia presentations.
- Assisted in developing corporate and division-level marketing strategies
- Managed graphics and publications workflow including reports, proposals, interactive presentations, and graphics for mediations, arbitrations and trials.

Education

Visual Communications Program,
The George Washington University, Washington, DC
December 1991–1995

Macromedia Flash
EEI, Alexandria, VA 2000

Advanced Web development
EEI, Alexandria, VA 2000

Project Management for Multimedia
EEI, Alexandria, VA 1999

Project Management for Publications
EEI, Alexandria, VA 1999

Mastering PhotoShop
CompuMaster, Washington, DC 1999

Presenting Data and Information
Edward Tufte, Arlington, VA 1999

Technique: Digital Artists at Work
Thunder Lizard Productions, NY, NY 1997

Affiliations

Member, AIGA
2006

Vice President of Publications, Art Directors
Club of Metropolitan Washington
2001–2003

Graphic Designer, Precise Software Solutions, Inc.

Bethesda, MD January 2001–December 2001

- Provided graphic and interface design for the Mid-Atlantic division of an international software company.
- Worked with a team to improve usability and add new functionality to a software product, while integrating the product into the parent company's existing lineup.
- Compiled extensive user interface and interaction data, designed GUI interfaces, and other application graphics and collateral.
- Designed and programmed a CD-ROM intro and installation menu, as well as various Flash applications.
- Designed an online repository of R&D resources and division-specific information.
- Maintained and edited help systems and user manuals.

Graphic Designer, AtomicTangerine

Arlington, VA May 2000–December 2000

- Served as East Coast graphics leader for a venture consulting company based in Menlo Park, CA.
- Coordinated graphics workflow by assessing client needs and assigning projects to appropriate staff members.
- Designed internal and client-facing materials, including advertisements, publications, presentations, logos, interactive Flash content, animations, and other web graphics for the company and its subsidiaries.

Senior Graphic Artist, Robbins-Gioia, Inc.

Alexandria, VA July 1998–May 2000

- Led a team of marketing and publications employees in redesigning and implementing corporate identity.
- Designed logos, brochures, posters, advertisements, direct mail pieces, and promotional materials.
- Designed graphics for use on the corporate website, edited HTML web pages, and contributed to a redesign of the company's E-commerce site.
- Coordinated print production of brochures, advertisements and other promotional materials with outside vendors.
- Improved procedures of production workflow and compiled quality control checklists.

Graphic Designer, Washington Post Apartment Showcase

Vienna, VA October 1997–June 1998

- Created monthly, 4-color publication in a deadline-oriented production department.
- Redesigned overall layout for new look and enhanced readability.
- Designed and updated advertisements, surveys, icons and related signage.

Production Artist, The New Haven Register Newspaper

New Haven, CT 1997

- Worked in the advertising department of a major news publication.
- Responsibilities included page layout, designing page headlines and special section logos, assisting clients in writing and editing advertisements and compiling inter-office materials.