

Benjamin Harris

CREATIVE // ART DIRECTOR // DESIGNER

With 14+ years in the industry, I have excelled in directing, designing, and managing projects from concept to execution including concepting, sketching, directing photoshoots, and compositing assets.. Known for my meticulous attention to detail, I consistently deliver exceptional results, ask the important questions and exceed client objectives.

I find my inspiration in collaboration - working alongside others to create. The challenge of creative problem solving fuels my passion and ignites my creativity. Play is an essential part of my process that allows me to explore new ideas and push boundaries. But what truly motivates me is taking pride in the end product - seeing the fruits of my labor come to life and make a positive impact.

EDUCATION

Art Institute of Fort Lauderdale,
2008 - 2011

Graduated with Honors,
Best Conceptual Portfolio

SKILLS

Graphic Design • Art Direction • Creative Strategy
Brand Development • Campaign Management
Advertising • Layout • Figma • Social Media
Logo Design • Adobe Creative Suite: Photoshop,
InDesign, Illustrator, After Effects • Procreate
Microsoft Office: Excel, Word, PowerPoint

STRENGTHS

- Results-driven Art Director and Visual Designer with exceptional leadership skills across a range of mediums, including digital, social, integrated and traditional
- Ability to create pitch decks to communicate ideas that excite and sell to marketing and partner teams
- Lead and maintain relationships with external partners, including animators, filmmakers, artists, photographers, and producers, ensuring content is on brand and intentional
- Proficiency in Adobe Creative Suite, Photoshop, InDesign, Illustrator and After Effects
- Excellent written and verbal communication skills and have the ability to effectively present new ideas to groups, as well as collaborate with clients, stakeholders and team members
- Strong leadership skills. Mentor and inspire less experienced team members
- Time management skills with the ability to coordinate and manage multiple projects under tight deadlines
- Typography skills and an understanding of messaging and communication hierarchy

REFERENCES

- [Sr. Project Manager - Alex Steele](#)
- [Sr. Art Director of Photography - Chuck Pebenito](#)
- [Associate Creative Director - Rolex Vidal](#)
- [Executive Creative Director - Jess Kirkman](#)

TACO BELL (HYBRID) // ART DIRECTOR // DEC 2018 - CURRENT

- Directed and executed national, regional and test market campaigns on digital and traditional platforms
- Revamped global brand standards for food photography. Implemented "Real Crave" standards
- Spearheaded, concepted and directed creative for relaunch of breakfast menu campaign featuring Pete Davidson
- Owned all visual communications for the national 2022 Nacho Fries and Deluxe Cravings campaigns, resulting in record-breaking sales accounting for 17% of all national sales. Concepted and designed menu boards, window clings, social media campaigns, and TV spots
- Implemented design thinking methodology to develop customer-facing design solutions for menu board redesign (2023). Last redesign took place in 2017
- Directed and designed projects in collaboration with ongoing partners including Pepsi, Cinnabon, Cheez-It, Xbox, and Truff
- Collaborated closely with production, creative, brand, and social teams cross-functionally and maintained global brand consistency across all visual communications

RESOLVE SYSTEMS // ART DIRECTOR // MAY 2017 - DEC 2018

- Developed brand standards and corporate identity guidelines for the Marketing Department, ensuring consistency across all visual communications
- Collaborated with cross-functional teams including Marketing, Product and Sales to produce engaging collateral, digital resources, social media graphics, event booths, and corporate presentations
- Guided and directed contracted graphic designers in producing high-quality assets while adhering to brand standards, demonstrating strong leadership skills
- Produced various design assets, including eBooks, infographics, and event materials that effectively communicated complex information and engaged diverse audiences

IBM (REMOTE) // GRAPHIC DESIGNER // JAN 2013 - MAY 2017

- Created design assets for various pillars of IBM, translating data points and processes into visual aids
- Managed and executed design projects independently, requiring self-reliance and organization to deliver projects on time and on budget

As a designer and project manager for IBM, being a one-stop-shop for all design needs across multiple divisions. Crafted a wide range of assets including web, print, display, corporate presentations, and UX/UI for mobile apps for internal operations

REDLINE MEDIA GROUP // GRAPHIC DESIGNER // JULY 2010 - JAN 2013

- Collaborated with a team of creatives to design various digital and printed branding assets, including packaging, social media graphics, website assets, email templates, point of sale materials, and marketing collateral
- Owned the production of print materials from start to final delivery to print vendors
- Adapted to brand guidelines to deliver high-quality creative designs in line with the diverse array of clients
- Worked on multiple projects simultaneously, ensuring all deadlines were met

Partnered with fellow creatives to ensure consistency across all projects and followed established design guidelines for international brands while executing global and domestic campaigns for a catalog of clients that included Showtime Boxing, Hard Rock Hotel & Casino, and Bellator MMA