



from the desk of

BEN VANDERVEEN

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Profile

With a broad range of professional experience in graphic, web and video design, I liken myself to a Swiss Army Knife of creativity. Excelling at a variety of roles, from complex design tasks to leading an entire team toward a collective goal. Valued for insightful concepts, design skill and an authentic point of view, I'm a natural leader with a discerning eye. A good listener with an empathetic mind toward design, I pride myself on collaboration and exceeding client expectations. Well-traveled with a passion for social, humanitarian and environmental issues, I'm committed to sharing ideas, visual story telling and working to better the planet.

Skills

I have education and extensive background in the area of creative direction and art direction, video production and editing, including studio, green-screen and post-production. I have worked as a documentary videographer and photographer. I have extensive experience in the areas of graphic design, including identity development, print, web and interactive design. Proficient in journalistic writing, blogging and content creation.

Professional Experience

Ben VanderVeen Design 2005-PresentArt Director, Designer
Independent design and strategy work with a myriad of clients, large and small.

My Modern Met 2017-PresentSenior Video Editor
Creating content, shaping video strategy, growing social channels, reaching a global audience.

InsideView 2013-Nov 2016.....Senior Designer/Art Director
Corporate branding and identity, video production and post-production, web development, design and social media strategy.

Krames Staywell 2012-2013.....Senior Video Specialist
Production of medical education videos for nationwide audience.

Brewhouse Studio 2009-2010.....Senior Designer/Filmmaker
Co-founder of creative studio. Collaboration on video and design projects.

Current TV 2007-2012.....Journalist, Creative Designer
Production of news stories, collaboration on national culture and lifestyle projects.

Mackinaw Power 2005-2009.....Video Producer, Lead Designer
Identity design, web design, video production, branding and strategy for wind energy firm.

Solar Light for Africa 2003-2006.....Videographer, Producer
Travel to eastern Africa, directing and shooting documentary films for humanitarian causes.

Clients

BBC, Pew Charitable Trusts, Current TV, Nike, Dentsu, Ecowork, GBD Architects, Gerding Edlen, InterMet, Ink'd, State of Michigan, Mackinaw Power, Solar Light for Africa, Stumptown, Sustainable Harvest, United Way, The Sound

Software

Adobe Creative Suite, CSS, HTML, Final Cut Pro, Sketch, Keynote, Aperture, Pages, Wordpress, Marketo, Wrike, Trello, Invision, Microsoft Office

Education

Bachelor of Fine Arts, **Northern Michigan University**, School of Art and Design.....2004-2006
University of Michigan, School of Art and Design.....2002-2004

References

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