

BEN VANDERVEEN

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Profile

I am an innovative digital Creative Director with experience building brands - telling stories through exceptional graphics, web and video direction. I am a detail orientated self-starter who is a natural leader.

Skills

With extensive experience in Senior Design and Art Director roles, I've become an expert in print, web, and interactive design. I am highly proficient in journalistic writing, blogging and content creation. Video production and post-production skills round out my professional experience.

I have fluency in the following software: Adobe Creative Suite, Final Cut Pro, Sketch, Keynote, Aperture, Pages, Wordpress, Marketo, Wrike, Trello, Invision, Microsoft Office

Clients

Nike, BBC, New York Times, Toyota, Warner Brothers, Beam Suntory, Lucid, Avis, Pew Charitable Trusts, Current TV, Dentsu, Ecowork, GBD Architects, MGM Resorts, Ink'd, State of Michigan, Mackinaw Power, Solar Light for Africa, Stumptown, Sustainable Harvest, MapAnything, MacMillan, Marketo, United Way, The Sound

Professional Experience

Sprinklr 2018-Present // Sr. Experience Designer

- Interactive design work for Fortune 500 clients
- Design strategy, development and management

Ben VanderVeen Design 2005-2018

- Independent design and strategy work with a myriad of clients, large and small
- Helping companies build brands

Moss and Fog 2009-Present // Founder and Editor

- Curating content and writing daily creative posts for award-winning blog
- Fostering and building a community of over 10,000 daily readers

My Modern Met 2017 // Senior Video Editor

- Creating content • Shaping video strategy • Growing social channels, reaching a global audience

InsideView 2013-Nov 2016 // Senior Designer/Art Director

- Running design department for 250 person company • Corporate rebranding • Video production and post-production
- Web design and development • Social media management • Managing design team • Vendor relations

Krames Staywell 2012-2013 // Senior Design and Video

- Production of medical education videos for nationwide audience

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

- Branding • Identity design • Web design • Video production • Strategy for wind energy firm

Solar Light for Africa 2003-2006 // Videographer, Producer

- Extensive travel throughout eastern Africa • Directing and shooting documentary films for humanitarian causes

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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