



benjamin FRIESEN

CONTACT

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swingsetimagination.com

EDUCATION

BACHELORS OF FINE ARTS:

Communication Design / Photography

Texas State University - San Marcos

RECOGNITION

LOGO LOUNGE 6:

Swingset Imagination Logo

2007 GOLD / BRONZE ADDY AWARDS:

Texas School for the Deaf Posters and

Austin-Bergstrom Airport Exhibit

AFFILIATIONS

DESIGN RANCH 2011:

Board of Directors, Entertainment Chair

VOLUNTEERING:

2009-2010 » *AIGA Austin Chapter,*

2006 » *Design in the Fast Lane,*

2006 » *Creative Summit*

CAREER GOAL

Become a part of a dynamic creative team, utilize my skills to develop compelling design solutions, and achieve success at the highest level in multiple facets of the design business.

SKILL SET

Adobe CS, MS Office, working knowledge of HTML / CSS / Flash, strong conceptual thinker, effective time management and multitasking, articulate, learn and adapt to new situations quickly and effectively.

RELEVANT WORK EXPERIENCE

The University of Texas System Administration » *January 2010 – August 2010* » Austin, Texas

Conceptualized, designed, and produced event and development materials for departments within the System including Chancellor's Council, the UT System Seminar, Department of Health Affairs, and Leadership Institute. Provided assistance with strategy and direction in the development of branding/graphic guidelines to ensure consistency in all departments of the System.

The Screamer Company » *June 2009 – August 2009* » Austin, Texas

Provided art direction and design production for several campaigns and projects within the agency. Clients included Seton Family of Hospitals, National Alliance of State and Territorial Aids Directors, and Luminex, a biotechnology company. Emphasis on print but experience included digital as well.

Sherry Matthews Advocacy Marketing » *November 2008 – January 2009, May 2009* » Austin, Texas

Designed and maintained print materials, online banner ads, outdoor signage, PowerPoint presentations, etc. in a very fast paced environment. Clients included Texas Department of Transportation, Texas Health Steps, Capital Metro, and Partnership for a Drug Free America.

Sibley/Peteet Design » *August 2008 – October 2008* » Austin, Texas

Involved in the design of multiple aspects of marketing materials, branding guidelines, packaging guidelines, and advertisements for AMD (Advanced Micro Devices), one of the studio's largest clients.

MBA Design » *January 2007 – July 2008* » Austin, Texas

Conceptualized and assisted in the design of brand identities, print materials, and websites for new and existing clients of MBA. Notable projects include an exhibition for the Texas School for the Deaf Sesquicentennial, website for the Boys and Girls Club, and multiple projects for Austin Chamber of Commerce. Direct involvement with clients and suppliers in all phases of the creative process.

***REFERENCES AVAILABLE UPON REQUEST**