

BENJAMIN A. FRIESEN**Digital Designer + Art Director**

swingsetimagination.com

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EDUCATION**BACHELOR OF FINE ARTS:***Communication Design / Photography*

Texas State University - San Marcos

GRADUATE STUDIES:*Master's of Science in Software Engineering*Completed courses in: *Web Software**Development, Web Frameworks,**Control Structures, Data Structures,**Info Technology Concepts, and Object-**Oriented Software Engineering*

Regis University - Denver

RECOGNITION**GOLD MEDAL COLLEGIATE****ADVERTISING AWARDS:***Giving Tuesday animated video.***LOGO LOUNGE BOOKS 6 & 8****GOLD & BRONZE AUSTIN ADDY AWARDS:***Texas School for the Deaf Posters and**Austin-Bergstrom Airport Exhibit***AFFILIATIONS****INDUSTRY:**» *IxDA - Interaction Design Association*» *AIGA Denver Chapter*» *AIGA Austin Chapter***AIGA DESIGN RANCH 2010:**» *Board of Directors, Entertainment Chair***SKILLS**» Adobe Creative Suite + Sketch App +
Invision App + Studio + Marvel» Working to intermediate knowledge of
HTML, CSS, Javascript» Basic experience with GitHub, Agile /
Waterfall methodologies, AngularJS, PHP,
JSON, AJAX, MVC concepts, MySQL,
Software Design Lifecycle**RELEVANT WORK EXPERIENCE****Art Director & Designer » Regis University****2014 – Present » Denver, CO**

- » Lead and manage in-house design team of 3-5 designers with principal duties including concept development, creative strategy, art direction, design, production and print coordination of a range of projects including pieces aimed at external audiences, marketing and fund raising materials, special event invitations, special event websites, alumni magazine, etc.
- » Promoted continual creative improvement and actively led a creative culture of innovation, excellence and accountability while managing multiple projects from concept through completion under tight deadlines and budget constraints.
- » Implemented design processes into the department day-to-day activities including introduction of project management system Workamajig. Established clear policies with departments to achieve efficiency serving the university's creative needs in an in-house environment.

Highlights: Promoted to Art Director in March 2016. Also implemented digital design experience, despite being a print-based design position, leading to design and assistance building portfolio for MarCom Department, designed experience for Regis University app, as well as a promotional site for Cyber Defense Competition. Also produced award-winning work for Giving Tuesday kinetic typography video.

Designer/Founder » Swingset Imagination**2006 – Present » Austin, TX and Denver, CO**

A moniker for freelance efforts, which involved experience in all aspects of running a business, from creative direction, to project management, to business development. Primary focus on branding design and strategy for small businesses and emerging startups. Assembled and managed small teams of creative and development help on an as-needed basis. Client roster includes: Jones-Dilworth, Inc., A.R.O. (Paul Allen backed venture), Rallysong, Down Syndrome Association of Central Texas, and University of Texas System.

Contract Art Direction/Designer » HighBridge Creative**2012 – 2014 » Denver, CO**

Worked with small digital agency from its inception providing high level design and production of print and digital projects. Contributed to small creative team, and helped implement creative process into the workflow of both design and development teams to collaborate efficiently.

Highlights: The team launched a successful charity web application raising over one million dollars, and rolled out a nationally recognized beer brand for the very same client.

Intern + Freelance Jr. Designer » MBA Design**2006 – 2008 » Austin, TX**

Conceptualized and collaborated on the design of brand identities, print materials, and websites for new and existing clients of MBA. Key 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.

- » **Additional studios & agency experience at:** Brand Iron Marketing, The Screamer Company, Sherry Matthews Advocacy Marketing, and Sibley/Peteet Design
- » **Cofounding opportunities and side startup projects include:** Haulpr, Stoodio