

BENJAMIN FRIESEN

Interaction Designer + Digital Art Director

swingsetimagination.com

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CAPABILITIES

Design

- » Branding + Identity
- » Wireframing + Sitemapping + Information Architecture
- » Prototyping
- » User flows + stories + personas
- » Print + Environmental Graphics

Tools

- » Adobe Creative Suite
- » Sketch App + Figma + Studio
- » Invision App + Marvel App
- » VS Code + Coda + Sublime
- » Agile / Waterfall methodologies

Research

- » User / Stakeholder Interviews
- » User Testing
- » Comparative Analysis

Development

- » HTML, CSS, Javascript
- » Basic experience with:
GitHub, PHP, JSON, AJAX,
MVC concepts, MySQL, Software
Design Lifecycle, Angular, Ionic 4

EDUCATION

Bachelor of Fine Arts

Communication Design / Photography
Texas State University - San Marcos

Certificate

Full Stack Web Development
Regis University - Denver

RELEVANT WORK EXPERIENCE

Regis University » Digital AD + Art Director + Designer

2014–Present

- » Principal duties included concept development, art direction and design for a wide range of in-house project types under tight deadlines and budget constraints.
- » Redesigned a user-centric update for the University's primary website to better guide the journey of prospective students, and be fully responsive across devices. Executed user research to develop understanding of user pain points and requirements from stakeholders. Participated in Scrum ceremonies for project coordination. Contributed to creation of content strategy, site map / IA organization, layouts and wireframe design, and collaborated in coding a basic prototype for user click-through testing. Analyzed and implemented feedback from user test results into final high fidelity designs and detailed design specs (optimized for a wide range of devices) for delivery to 3rd party development team. Coordinated with vendor to discover any technical constraints, and verify that the final code matches approved module designs.
- » Managed in-house design team of 3-5 designers, promoting a culture of creative innovation and collaboration.
- » Implemented project processes and tools to quantify value of work produced by the Marcom department segments where none were before. These actions showed the department performed more than \$500K annually in creative services for the University's segments, improving our status with executive members.

Swingset Imagination » Designer + Founder

2006–Present

- » A moniker for freelance efforts involving experience in all aspects of running a business from creative direction, to project and client management, to business development. Primary focus on branding and digital design for small businesses and emerging startups. Assembled and managed small teams of creative and development help on an as-needed basis. Periodically, offered creative services to companies in need of design help on the fly for a short term.

Studios and Agencies contributed at: Brand Iron Marketing (2011), University of Texas System (2010), The Screamer Company (2009), Sherry Matthews Advocacy Marketing (2008), Sibley/Peteet Design (2008)

Startup co-founding opportunities: Haulpr (2014), Stoodio (2011)

HighBridge Creative » Art Director + Designer (contract)

2012 – 2014

Worked on a contract basis with small digital agency from its inception providing art direction, design and production of digital and print projects for both national and international clients. Implemented creative processes and Scrum framework into the workflow of both design and development teams to collaborate efficiently. We successfully launched a charity web application which has raised over \$5.1 million, and rolled out a nationally recognized beer brand for the same client that was distributed in over 18,000 locations of the US.

MBA Design » Jr. Designer + Intern

2006 – 2008

Conceptualized and collaborated on the design of brand identities, print materials, and websites for new and existing clients of MBA. Learned how to wear multiple hats and the ends and outs of the design business very rapidly. Our most successful project was an installation bringing awareness to the Texas School for the Deaf's 150th Anniversary in Austin-Bergstrom Airport during a Texas legislative session.