

Benjamin Hancock

Book

benjaminhancock.com

Title

Senior Designer – Art Director

Experience

5 years

Clients

PepsiCo
Nokia
Direct Energy
Square Enix
Volkswagen

Wins 08

pepsirecycling.com
pepsico.com
nokiaproductions.com
tava.com
ampenergy.com

dpmax.com
apremiumgood.com
tribalddb2007.com
Ad Age Global Agency
Network of the Year

Capability

World-Class Creative
Storytelling Through Emotion
Passion for Ideas and Design
Cross-Disciplinary Versatility
Resolving Client and Self
Mentally and Physically
Ampidextorous

Technological Innovation
Technical Hand Skills
Leadership Through Inspiration
Making Concepts Concrete
Through Images and Design
Interactive Design

Information Visualization
Usability and Interface
Design Lifestyle
Brand Evolution
Experiential Design

Experience

Tribal DDB

Dallas
04.07 – Present

Art Director

Establish visual tone and messages to fulfill the project objectives. Responsible for every visual element within a creative assignment. Research interactive/advertising trends, and apply them strategically. Mentors team members by providing inspiring direction.

Assists ACDs, PMs, and Producers in commissioning and management of outside illustrators, photographers, comp artists, and video producers. Participates in brainstorming. Assists in developing presentation materials and presenting work to client.

Rapp Collins

Irving
10.06 – 4.07

Art Director

Used strong conceptual and design skills to execute the big idea and extend it across multiple media such as direct mail, print, outdoor, web and broadcast. Assisted CD in creating Brand Guidelines for client.

Zahra Design Group

Dallas
04.05 – 10.06

Senior Designer

Created corporate branding and communications through print and web for a variety of clients. The primary focus was commercial real estate and economic development. Learned to be self motivating and independent.

Funimation Productions

Fort Worth

Designer

Created brand identities for a full service brand management company including a focus on packaging and interactive.

Education

University of North Texas

Spring 03
Bachelor of Fine Art
Major in Communication Design
Minor in Psychology, History

Awards

Ad Age Global Agency Network of the Year tribalddb2007.com
OMMA Award 2008 Integrated Online Campaign nokiaproductions.com
Dallas Society of Visual Communication Square Enix Video
Dallas Society of Visual Communication Stationary Package Award
Houston Art Directors Club Outstanding Portfolio

Associations

Visions Regeneration
Dallas Social Venture Partners
La Reunion Texas
LiveStrong
Dystonia Medical Research Foundation
Cystic Fibrosis Foundation
American Lung Association
North Texas Food Bank
Multiple Dystrophy Association
Art Conspiracy
St. Anthony's Community Center Dallas
Modern Dallas
La Reunion Texas
Super Conscious Art Collective
Methods Art Collective
Dallas Society of Visual Communication
American Institute of Graphic Arts