ben meldrum.

CONTACT

www.benmeldrum.com
benmeldrum@gmail.com

BRANDS

Amazon
Google
Mailchimp
YouTube
Grupo Modelo
Kona Brewing
The UPS Store
Bengay

EXPERIENCE

Senior Visual Designer (Hook Studios | Feb. '19 - April '23)
Led the design of targeted digital collateral such as banners, animated videos, and other web-based experiences for brands including Mailchimp, Google and YouTube.

Freelance Art Director & Designer (benmeldrum.com | Feb. '18 - Feb. '19)
Directed various art direction, graphic design, identity development and photography projects for Corona, Modelo, Maren Morris and University of Southern California.

Art Director (The Marketing Arm | Sep. '16 - Feb. '18)
Designed national print, retail and social media campaigns for Kona Brewing, The UPS Store, Omission Brewing and YouTheory.

Art Director (MOJO Ad | Jan. '16 - May '16)
Co-led the design of a diverse Bengay campaign with social, branding, website development, event and video concepts for my senior capstone class.

Art Director Intern (Momentum Worldwide | June '15 - August '15)
Worked with creative leadership to design OOH, event and retail campaign work for Constellation Brands, Urban Outfitters and Buffalo Wild Wings.

Freelance Art Director (Lift Division | Oct. '14 - May '16)
Collaborated with brand strategists and photographers to deliver brand-specific photography for various website development and rebranding projects.

Graphic Designer (MU Student Design Center | Sep. '14 - May '16)
Designed campaign and marketing collateral including logos, banners, posters, fliers and more for student organizations and events.

EDUCATION

University of Missouri (Bachelor of Journalism | Fall '13 - Spring '16)
Participated in courses including Strategic Design & Visuals I and II, Strategic Writing II, Media Planning, Principles of Advertising and Multimedia Journalism to achieve my Bachelor of Journalism in Strategic Communication focusing in art direction and a minor in Art.

// American Advertising Federation (AAF) Mizzou Chapter
// National Student Advertising Competition (NSAC) Mizzou Chapter

San Diego State University (Graphic Design | Fall '11 - Spring '13)
Learned the fundamentals of 2D and 3D design.

// Marketing and Communications Committee
// AIGA San Diego

TECH SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Figma
Squarespace
Microsoft Suite
Spline

VISUAL SKILLS

Digital Design
Print Design
Banner Design
Production Design
Branding & Identity
Photo Editing
Illustration
Social Media Content
Web & UI Design