

BEN GUERNSEY

DESIGN • ART DIRECTION • ILLUSTRATION

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AD 7325 N Campbell Avenue, Portland Ore., 97217

EXPERIENCE

Wieden+Kennedy

October 2011–October 2014

After working for W+K's office in New York I moved back to Portland and took a job with their headquarters. I worked for the Coca-Cola account creating client presentations, social media posts, print and OOH advertising. Later for Travel Oregon I created brand identity guides, commercial end cards, influencer kits, apparel designs, print and OOH designs mostly for the 7 Wonders of Oregon advertising campaign. I also split my time working on Facebook where I made social posts, UI for broadcast, presentations for scripts and OOH for Messenger. Between client work I also created a W+K cycling kit and illustrations for W+K social media.

Freelance Design

April 2010–October 2011

Moved across the country to New York and began working in-studio at The Brand Union, Victoria's Secret, Saatchi & Saatchi, Merkley+Partners and Wieden+Kennedy NYC. While at those agencies I created work ranging from concept retail spaces, identity systems, menu designs, ad layouts, website and email designs for the agency's clients.

Nemo Design

July 2006–April 2010

Worked at Nemo in their environment department. Projects have included retail initiatives for Nike 6.0, Nike Running events, Nike Training in-store, Smith Optics displays and trade show booths. Scope of work has ranged from logo development, collateral conceiving through prototyping and creation, curating retail windows and building campaigns for national distribution.

Internships

January–July 2006

Nearing the end of my college education I took an internship with Plazm Media where I cut my teeth on Nike, American Institute of Architects and Plazm Magazine. This experience led me to a full-time internship with Big-Giant where I worked closely with other designers on a wide variety of projects. My roles ranged from conceptual development, rendering retail spaces, screen printing limited edition items, developing websites and making production files.

EDUCATION

The Art Institute of Portland

Bachelor of Science in Graphic Design. Graduated March 2006.

LEADERSHIP & EVENTS

Art Show Curation

July 2008 & February 2010

Planned and hosted two art shows in the Nemo Design gallery space. Both events called for conceiving the event, researching artists, coordinating production/delivery, promoting the show and hosting the event. Both events were among Nemo's most successful shows in both turn out and overall curation of the space.

AIGA PDX

President March 2004–March 2006

Former leader of Art Institute school group. Managed club activities and finances. Curated design show in school's gallery.

ABILITIES

Skills

Design & layout

Conceptual development

Art direction

Print production

Photography

Screen printing

Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

HTML & CSS

Microsoft Office Suite

Mac & PC platforms