

BEN HALL

Creative Director + Designer

hellobenhall.com

benhall.j@gmail.com

347-901-1109

RECOGNITION

Comm Arts Interactive Achievement
2019 - Lyft Autotunes

EM Experiential Design & Technology
2019 - Lyft Autotunes

Short-List Cannes Lion
2017 - Netflix Socks

Shorty Award,
Location-Based Experience
2017- Zagat Tiny Cafe

Shorty Award,
Creative Use of Technology
2017- Netflix Make It Campaign

Ex Award, Best Guerrilla Marketing
2016- Google Pay With a Photo

Ad Age
Digital Campaign of the Year, Silver
2016 - Netflix Socks

EDUCATION

Fine Arts Coursework

University of Michigan, Ann Arbor
1999 - 2001

Figurative painting and drawing

National Academy of Art, NYC
2011-2012

Figurative painting

Art Students League of NY, NYC
2012-2013

Figurative Painting and Drawing

WORK EXPERIENCE

Freelance Creative Director - Pittsburgh, PA
June 2019 - Present

Collaborating with agency and brand leadership to develop digital, traditional and experiential campaigns in the restaurant, healthcare and fitness industries.

Deeplocal - Pittsburgh, PA
July 2015 - March 2019

Associate Creative Director

Pitch brand experiences and activations to C-Level stakeholders, overseeing projects from production to launch. Work closely with In-house Engineers and Creative Technologist to collaborate, build installations and bring technology to life, while simultaneously working with clients and strategists to hit marketing and press goals.

Design Lead

Managed a multidisciplinary team of Industrial and Digital Designers while working in tandem with Strategists, Creative Technologists and Writers on campaign and activation roll-outs. Additionally, lead creative on video concepts, and worked with directors and post-production houses to bring display and social media to life.

Praytell - New York, NY
December 2012 - February 2015

Creative Director

Creative lead and employee number two, collaborating to help launch a startup agency without funding. Worked with the founder to grow an employee base from 2 to 30, receiving PR Week's Boutique Agency of the Year 2015. Participated in ground up development and management of creative department process, lead creative strategy to launch the business, and lead creative for Logitech and Hyatt social campaigns.

Jack Morton Worldwide - New York, NY
January 2012 - December 2012

Art Director

Worked in tandem with Senior Creative VPs as lead Art Director for client pitches and experimental activations. Created and implemented physical design as creative for digital social platforms. Notable brands include Samsung, Dell and Huawei.

Ruder Finn - New York, NY
January 2010 - December 2011

Art Director (freelance)

Worked alongside senior strategists on digital and social executions for Pepsi Co.

Garrigan Lyman - Seattle, WA
July 2007 - September 2010

Art Director - Digital

Worked as part of a team with Business and Strategy to develop concepts and final product. Served as creative lead for the T-Mobile account, the largest revenue driver for Garrigan Lyman in 2009.

Microsoft / MSN - Redmond, WA
May 2006 - May 2007

UX Designer

Collaborated as part of the MSN.com design team, working closely with usability engineers, focus groups and editorial teams.