

BEN LUCKETT

Graphic Design, Art Direction & Production

CONTACT

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EDUCATION

BFA | College for Creative Studies
201 E. Kirby, Detroit, MI
Graduated 2009, majoring
in Graphic Design

SKILLS

Adobe Creative Suite (Illustrator,
Photoshop, InDesign, Premiere, After
Effects and Dreamweaver) Microsoft Office,
Audacity and Keynote

EXPERIENCE

2016 - Current | Ferndale, MI

Vintage King Audio Graphic Designer

Designing, implementing and regulating a new company identity, website and packaging. Concepting and designing marketing communications such as email blasts, brochures and direct mail.

2015 - Current | Metro Detroit, MI

Freelance Graphic Design Graphic Designer, Production Artist

Developing and concepting logos, icons, catalogs and direct mail campaigns. Designing initial comps and producing print-ready files. Managing and developing web graphics and HTML websites.

2012 - 2015 | Detroit, MI

Commonwealth (McCann-Erickson) Senior Digital Artist

Managed work flow, production artists and design styles while developing the 2014 and 2015 Chevrolet catalogs. Assisted with the development of the grid used for printed and digital catalogs. Developed digital and printed direct mail pieces, out of home advertisements and online advertisements. Worked with other Digital Artists, Art Directors and Creative Directors on the "Find New Roads" launch. Participated in potential hire interviews and assessed skills needed for each section in the Production Arts Studio.

2009 - 2012 | Royal Oak, MI

Spark! Communications Graphic Designer

Designed direct mail pieces, postcards, invitations, and program cards for automotive groups, marketing agencies and local hospitals. Other projects included Email blasts, HTML website development and maintenance, identity development and conceptualizing. Participated in conference calls, client meetings, brainstorming sessions and press checks. Oversaw projects from initial client contact to the delivery of the final product.

2008 | Detroit, MI

WDIV/Local 4 News Still Image Designer

Created still graphics for each news broadcast on a PC platform using the Liberty layout program. Responsibilities also included the development of miscellaneous flyers and signage for office use, as well as the conversion of archived images from Liberty to a file type and size compatible with Adobe Photoshop.

2007 | Troy, MI

Anchor Bay Entertainment Graphic Design Intern

Created physical and digital mock-ups of point-of-sale advertisements and movie jackets. Responsibilities also included image scanning, resizing, and asset organization.