

# BENJAMIN PARKS

*Creative Director and Senior Experience Designer*



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benjaminparks.ninja

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## PROFILE

*Experienced Creative Director and Senior UX/UI designer with exceptional technical and creative aptitude to design and develop complete concepts. Proficient in managing a creative team and producing branding, creative and digital projects.*

*Over 12 years' experience in interactive creative direction, UX/UI and front-end development.*

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## EXPERIENCE

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### CREATIVE DIRECTOR

*Gragg Advertising / 2015 - present*

- Responsible for guiding the development of the assigned teams including branding, creative, UX/UI, interactive, development and video/audio production
- Create and guide creative and digital work relative to strategic goals, concepts and execution
- Award winning digital and traditional design that both push creative bounds and support the channel/brand voice and environment
- Organize and manage the workflow of the department to ensure day-to-day items are executed on and strategic high impact work is developed
- Monitor and promote emerging trends in interactive technologies, content, design and marketing tactics

### CREATIVE DIRECTOR, SENIOR EXPERIENCE DESIGNER

*U Inc. / 2014 - 2015*

- Oversee creation of branding, re-branding, overall creative, video production, UX and UI and development for website applications and interactive projects as well as traditional media
- Planning and overseeing of the execution of wireframes, overall UX, UI, front end web/mobile implementation.
- Works with development team and vendors to see the project through completion
- Manage existing and created brands to ensure a cohesive look and feel as well as message
- Produce, supervise and review all production work to ensure all goals are met and creative quality is upheld to the highest standard

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## EXPERIENCE CONTINUED

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### INTERACTIVE ART DIRECTOR

*BKV Marketing / 2011 - 2014*

- Execute and oversee overall design, UX and UI from the ground up for website applications and interactive projects
- Planning and overseeing of the execution of wireframes, overall UX, UI, front end web/mobile implementation.
- Works with development team to see the project through completion
- Produce, supervise and review all digital work
- Effectively manages multiple projects in a fast paced, ever changing environment

### INTERACTIVE ART DIRECTOR, UX/UI DESIGNER

*Barkley / 2010 - 2011*

- Execute and manage design, UX and UI and front-end development for interactive projects
- Planning and execution of wireframes, overall UX, UI, front end web/mobile implementations
- Works with development team to see the project through completion
- Effectively manages multiple projects in a fast paced, ever changing environment
- Work in tandem with developers to create a seamless delivery process and not just handing over designs

### CREATIVE DIRECTOR, UX/UI DESIGNER

*Jennings Social Media / 2007 - 2010*

- Oversee creation of branding, creative, interactive design, UX and UI and web development
- Planning and overseeing of the execution of wireframes, overall UX, UI and development
- Oversee video and audio spots production for social channels
- Manage existing and created brands to ensure a cohesive look and feel as well as message
- Produce, supervise and review all production work to ensure all goals are met and creative quality is upheld to the highest standard

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## SKILLS

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- 12 + years in a Creative Director/Senior UX role
- UX/UI, Wire framing, Front End Web Development, Video production, Traditional Media
- Desire to stay informed and knowledgeable about the latest visual branding, design, and technology
- Proficiency in Adobe and Microsoft Applications
- Knowledge of backend coding principles and workflows

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## EDUCATION

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DESIGN PROGRAM  
*Kansas City Art Institute / 2004-2008*

WEB DEVELOPMENT  
*Centriq / 2008*