BEN ITURRALDE

Creative Director • Graphic Designer • Illustrator

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PERSONAL STATEMENT

I am a multi-disciplined designer with over 10 years of professional experience.
I strive to create media that is visually compelling, functional, and impactful. Producing high quality work is of paramount importance to me, and my sharp attention to detail and fierce work ethic help me to meet this goal. I believe that visual narrative through thoughtful design can make a difference while also being beautiful. Currently, I work as a Creative Director at iOneDigital, a media company based in NYC. I lead the design team and manage a variety of projects ranging from UX/UI for websites and apps to building brands and identities.

EXPERIENCE

CREATIVE DIRECTOR
2016 - Present

iOne Digital | NYC

I lead a team of designers and work closely with developers to create unique experiences. I oversee all branding and design systems for new and existing brands. I also design the UX/UI for internal and client products including websites and mobile applications.

ASSOCIATE CREATIVE DIRECTOR
2015 - 2016

iOne Digital | NYC

I assisted in managing a team of designers and worked with the advertising team to improve the rich media products that ran across 70+ content websites. I built templates to streamline the process and run high impact video ad units seamlessly.

INTERACTIVE DESIGNER
2012 - 2015

Interactive One | NYC

I was a designer for the creative team. I elevated the design quality and implemented templates to improve the department's process and ensure a consistent level of work.

DESIGNER UX|UI
2011 - 2012

StyleVie | NYC

I designed and assisted in launching a fashion e-commerce and mobile phone websites. I managed all of the product imagery and digital advertising for the company.

FREELANCE DESIGNER
2010 - Present

Self Employed | NYC

I have always worked independently and have been a part of a collective of developers and project managers working on websites for clients like NYPR.

SKILLS

Adobe XD, Figma, Sketch

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

HTML/CSS/JS

Microsoft Office

WordPress

EDUCATION

2007 - 2010
BA (Hons) Illustration
University of Wales, Cardiff, UK

2006 - 2007
Foundation in Art & Design
University of the West of England, UK

2006
Art & Design Diploma
PRATT Institute, NYC, USA

Professional references available upon request.