

BENJAMIN PARKS

Creative Director and User Experience Director



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Website

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PROFILE

Experienced User Experience Director and Product Designer with exceptional technical and creative aptitude to design and develop complete concepts. Proficient in producing high end digital products with over 17 years' industry experience.

EXPERIENCE

User Experience Director and Product Designer

Gragg Advertising / 2015 - present

- Responsible for managing a team and 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 and User Experience Director

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.
- Developed in WordPress and worked with software development team to create custom applications
- 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

BENJAMIN PARKS

Creative Director and User Experience Director

EXPERIENCE CONTINUED

User Experience Director and Product Designer

Frank Agency / 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 User Experience Director

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 providing front end markup manages 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, DEVELOPER

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

SKILLS

- 17 + 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
- HTML, CSS/SASS/LESS, JQuery, Javascript, Angular, React PHP, Wordpress, Bootstrap, Sketch, Adobe Creative Suite
- Knowledge of backend coding principles and workflows

EDUCATION

DESIGN PROGRAM

Kansas City Art Institute / 2004-2008

WEB DEVELOPMENT

Centriq / 2008