

Ben Walker

Multifaceted designer using the power of communication design to impact lives and tell meaningful stories.

Experience

April 2022–present

Huck Strategies · Senior Designer

- Oversee and execute the full spectrum of design projects, ranging from visual brand identity and website/UX design to motion graphics, campaign assets and complex data visualizations.
- Collaborate closely with agency's leadership team from discovery to execution, with key role defining pitch strategy and presenting to clients.
- Support directors in management of junior and supporting creatives (including production designers, illustrators, animators, photographer and videographers) to deliver visually consistent assets.

Select Project Highlights:

- **Go-to-market product design:** Played a leading role in creating the visual brand identity for a first-of-its-kind baby tech product. My contributions including designing two websites (including e-commerce UX design), creating instructional videos with custom motion graphics, designing a mobile app, and designing a 48-page consumer booklet.
- **Complex data visualization:** Served as lead designer on a high-profile project for the National Institutes for Health (NIH) to develop an online dashboard to organize complex COVID-19 data to help guide responses to future pandemics.
- **Account growth:** My redesign of a website for the Cornell Institute for Digital Agriculture was recognized as an innovative design approach for the university and led to two new website projects with other campus centers.

April 2022–January 2023

Trivium Interactive · Contract Designer

Art directed a 4-panel documentary video for the American Writers Museum, honoring the significant contributions of Black writers to American literature and history.

March 2021–March 2022

Project Bread · Junior Designer

Created infographics and designed multilingual reports advocating for food insecurity policy change. Designed print and digital materials for Project Bread's annual "The Walk for Hunger".

September 2020–February 2021

RLMG · Contract Designer

Created animation, illustration, and projection mapping for an exhibit in Chicago envisioning the future of clean and sustainable energy.

January 2020–September 2020

Upstatement · Design Apprentice

Contributed UI design and code to new websites for Harvard DCE and the Arnold Arboretum. I also pitched a re-design for the Arboretum's mobile tour guide.

May 2019–October 2019

IDEO · Communication Design Intern

Joined a systems design project aiming to shorten the diagnosis period for children with rare diseases. I also branded a new medical venture, and animated a video for Planned Parenthood.

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Awards

June 2024

Gold Lamplighter Award for Print Design from NESHCo Infant Consumer Booklet

I designed every aspect of this 'best in New England' patient booklet, a 48 page consumer guide. I also helped manage an illustrator and junior designer who supported this project.

Education

2016–2020

Massachusetts College of Art and Design

BFA Communication Design

Areas of expertise

UI/UX

Interaction Design

Branding

Research

Motion Design

Areas of interest

Service Design

Human-Centered Design

Immersive & Experiential Design

Software + Tools

Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom

Figma & Sketch

Slack, Asana, Monday

HTML + CSS