Ben Batchelder
batchelderbe@gmail.com
(781) 690-5336

Education

Savannah College of Art and Design
BFA Illustration, Drawing minor
2016-2020

Skills

Adobe Photoshop CC
Adobe Illustrator CC
Adobe After Effects CC
Adobe InDesign CC
Adobe Premiere Pro
Wordpress
Wix
Blender
CapCut
Dieline design
Motion Graphics
Repeat Pattern Design
Typography
Design for Print
Color Theory
Design for Social Media

Work Experience

TGI Sport
<u>Graphic Arts Specialist</u>
Oct 2023-Current
New York, NY
• Applying compositional tweaks, color-correcting, and post-processing of digital art assets from advertising clients to integrate seamlessly in augmented reality
• Interfacing with broadcasting networks to facilitate visual integration and brand exposure, including day-of-event necessary changes
• Developing motion graphics for client purposes and internal use-cases
• Editing and exporting of photo and video assets for marketing and sizzle reels
• Providing graphical support for software testing purposes
• Developing 3D art workflows for new technological advancements in AR/XR advertising

Lovepop
<u>Designer I</u>
Mar 2021-May 2022
Remote (Boston, MA)

• Researched market trends and drew sophisticated 2D plans for new retail SKUs in seasonal, general, licensed, and B2B lanes
• Provided quality assurance in the product pipeline, often communicating across language differences
• Assembled digital mock-ups of the products
• Prepared and organized digital vector and raster assets for printing and cutting, including package designs
• Engineered succinct and self-contained storytelling for each product
• Notable collaborations: Disney, MGM Studios, RE/MAX

ROOT BOOTS (Formerly Artofbatch)

<u>Independent Artist</u>

2018-2023

• Researched market trends for artist social media content creation on Tik Tok and Instagram
• Engineered new workflows for integrating 2D and 3D in the body of work and increasing efficiency of existing methods
• Managed a backlog of placeholder social media content to keep up brand engagement