

## **Ben Batchelder**

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(781) 690-5336

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### **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

PowerPoint

Wix

Blender

CapCut

Dieline design

Motion Graphics

Repeat Pattern Design

Typography

Design for Print

Color Theory

Design for Social Media

### **Work Experience**

#### **TGI Sport**

##### Graphic Arts Specialist

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**

##### Designer I

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

## **Artofbatch**

Independent Artist

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