

BEN BATCHELDER

batchelderbe@gmail.com | artofbatch.com

Work experience

Graphic Arts Specialist

TGI Sport | New York, NY

October 2023 to Present

- 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

Independent Artist

Artofbatch

January 2018 to January 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

Designer I

Lovepop | Boston, MA

March 2021 to May 2022

- Researched market trends and drew sophisticated 2D plans for new retail SKUs in seasonal, general, licensed, and B2B
- 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

Skills

Market Research

Organizational skills

Stakeholder relationship building

Time management

Computer skills

Social media content creation

B2B

Branding

TikTok

Cross-functional communication

Motion graphics

Video editing

Presentation design

CAD

Typography

Illustration

Graphic Design

Photo manipulation

Logo design

Print design

Color theory

Windows

Mac OS

Microsoft Word

Microsoft PowerPoint

WordPress

Microsoft Excel

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Adobe Photoshop

Adobe Acrobat

Unreal Engine

Blender 3D

Procreate

Education

Illustration (BFA)

Savannah College of Art and Design

September 2016 to May 2020