

Ben Hartley

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Profile

My name is Ben and I'm a Digital Designer with industry and freelance experience.

I love what I do. For as long as I can remember, creativity has been an ongoing and all-consuming passion. While I professionally work with User Experience, Interaction and Visual Design, in my free time I pursue photography, web development and illustration.

I create effective solutions. When designing digital products I strive to create engaging and meaningful experiences, synthesising the best design practises and theories with both the client and user needs.

I am a team player. Collaboration is the key to success, and in all the projects I work on I understand that each member has unique skills to contribute. I am able to integrate this knowledge, along with creative criticism, to produce the best results.

[View My online portfolio](#)

Experience

Freelance Designer for Riskmethods GmbH

- **March 2015 – Present**
- In this role, I provided user experience guidance and user interface designs across a variety of elements on the Riskmethods web app. I also produced various visual assets for the company such as a style guide and logos.

Digital Product Designer at NZME.

- **July 2013 – December 2014**
- As the only designer on the Digital Product team, I was responsible for bringing a wide range of products and features to realisation.
- I worked with a talented team to update and improve The New Zealand Herald website and worked on feature sites like Driven and Viva from concepts through to high-resolution design solutions.

Junior Designer at Alpherio Limited

- **February 2013 – July 2013**
- Upon finishing my degree at Victoria University, I found a job at Alpherio, A mobile app development agency. My work there included User Experience and Interface Design, Icon Design and asset preparation for development purposes

Freelance Commissions for Dame Anne Salmond

- Dame Anne Salmond approached me in 2011 to design a brochure for an upcoming project, *Longbush Ecosanctuary*. The brochure was distributed to many of the projects benefactors and was vital for gaining support and funding.
- In 2014, I contributed to the another eco-project; *Te Awaroa*, aiming to protect New Zealand rivers. I created designs for a new promotional website, aggregating articles, imagery and news about the project to garner exposure and support.

Education

Bachelor of Design Innovation - Victoria University of Wellington

First Year Marks

- DSDN 101 Rapid Visualisation: **A+**
- DSDN 104 Digital Creation: **A+**
- DSDN 111 Ideas and Principles of Design: **A**
- DSDN 112 Intro to Interaction Design: **A**
- DSDN 141 Creative Coding: **A+**
- DSDN 142 Creative Coding: **A+**
- DSDN 171 Design in Context: **A**
- DSDN 206 Identity and the Internet: **B+**

Second Year Marks

- CCDN 231 Experimental Design Ideas: **A-**
- CCDN 271 Design as Inquiry: **A**
- FILM 101 Introduction to Film Studies: **A**
- MDDN 211 Digital Video Creation: **A**
- MDDN 241 3D Modelling and Animation: **B+**
- MDDN 242 Computer Graphics Production: **B+**

Third Year Marks

- CCDN 331 Live Theory: **B+**
- FILM 238 Auteur Study: **B+**
- MDDN 314 Audio-Visual Space: **A+**
- MDDN 351 Wearable Technology: **A-**
- MDDN 311 Postproduction and Special Effects: **A-**
- MDDN 352 Ubiquitous Computing: **A**

Honors & Awards

Faculty of Architecture and Design Excellence Award

- Victoria University of Wellington
- November 2012
- The annual Faculty Design Excellence Awards are an acknowledgement of sustained excellence throughout your course of study in the Bachelor of Design Innovation. This award is a testament to the high level of professionalism amongst our graduating students and of the School's commitment to encouraging excellence within design education and supporting the next generation of New Zealand designers.

References

Olav Stetter

- Chief Technology Officer at Riskmethods
- Phone: +49 178 97 09 497
- Email: os@riskmethods.net

Cameron Wright

- Digital Product Manager at NZME.
- Phone: +64 27 886 4791
- Email: cam@cam.geek.nz