



Ben Hartley

Digital Designer
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EDUCATION

Bachelor of Design Innovation, Victoria University of Wellington, 2012

EXPERIENCE

Digital Product Designer, DICE, 2018-2020

At DICE I have driven the visual design in various areas of the business, from the dice.fm website to internal and partner-facing tools. I created a comprehensive design system for the event management application used by promoters and venues around the world. I designed and built the online DICE brand website, which—along with the rebrand—was shortlisted for a D&AD Award.

Freelance Web Designer & Developer, 2018

For a year I worked on freelance projects, creating full featured websites for small to mid-sized companies and short-term contracts as a UI Designer.

Web Designer & Frontend Developer, Fat Beehive, 2015-2017

At Fat Beehive I was one of the two designers responsible for the visual side of projects, ranging from initial planning and information architecture, wireframing and hi-res UI design, through to the frontend development.

User Experience Designer, Riskmethods, 2015

I was brought on as a consultant to provide user experience guidance and UI designs across a variety of elements on the Riskmethods platform. I also produced visual assets for the company such as a style guide and logos.

Digital Product Designer, NZME, 2013-2014

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 on The New Zealand Herald website and several sport and lifestyle feature sites.

Junior Designer, Alphero, 2013

FREELANCE CLIENTS

Salmond Reed Architects, Riskmethods, Sven Harens

WORK & WRITING

hartley.design
dribbble.com/hartley_design
behance.net/hartley_design
almanac.earth

AWARDS

2020 [Shortlist, Branding, D&AD](#)
2012 Award for Sustained Excellence

SKILLS

Digital Design
Graphic Design
Frontend Development
Type Design
Illustration