



## **Ben Hartley**

Digital Designer  
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## **EDUCATION**

Bachelor of Design Innovation, Victoria University of Wellington, 2012

## **EXPERIENCE**

### *Senior Web Designer, Cleo, 2021*

I joined the Growth team at Cleo to deliver a website that would drive new users and provide a flexible content management system so that the marketing team could easily maintain the pages. I designed and built the final website in Webflow, removing the need for a development phase.

### *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, Faith In Strangers, Hannah Goldblatt

## **WORK & WRITING**

[hartley.design](http://hartley.design)  
[dribbble.com/hartley\\_design](https://dribbble.com/hartley_design)  
[behance.net/hartley\\_design](https://behance.net/hartley_design)  
[almanac.earth](http://almanac.earth)

## **AWARDS**

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

## **SKILLS**

Digital Design  
Graphic Design  
Frontend Development  
Type Design  
Illustration