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# hello

I'm Ben, and I want to help you deliver on your creative needs.

My ambition is to inspire, guide, and generate big ideas to help organizations reach their goals by using powerful storytelling and innovative design to elevate brand recognition.

The value I bring to every challenge, team, and organization is my ability to bring out the best in people to help advance the needs and design capabilities of the business. This looks like encouraging talented designers, mentoring others to take strategic risks, and demonstrating gratitude as often as possible.

The bottom line is I go beyond the delivery of great creativity and strive to empower others—creatives and non-creatives alike—to deliver their best.

Let's connect and bring out the best in each other!

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# my journey

# EXPERIENCE

To download my full resume, go to ramsdencreative.com

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### 2005

## **PIONEER PRESS**

### **Senior Designer**

Created award-winning daily and Sunday front pages that illustrate the newspaper's high standard of journalism

# MSPBJ

### Creative Director

Produced and designed the weekly newspaper, which included digital design, photo art direction, and team leadership

# Control of the second sec

## **RAMSDEN CREATIVE**

### **Creative Consultant**

Consult in the brand development for small business and nonprofit organizations, including designing print and digital materials

## **EPG MEDIA**

### Senior Art Director for Rider and SnowGoer magazines

Responsible for leading the design, photo direction, illustration, layout and production of the Rider and SnowGoer brand, including the magazine, website, and social media

## ARCTIC WOLF Creative Director

Developed and maintained a cohesive visual rebrand and corporate voice that was instrumental in the fast-growing, startup cybersecurity company reaching a \$1.3 billion valuation in an eight-month timeframe.

The number of years in marketing and journalism, including seven years of creative leadership

**NUMBERS** 

25+

# 

**16** 

The number of awards won, including four Society of New Design Awards of Excellence

# **1,248**

The number of miles traveled in my career stops, starting in La Crosse, Wis., and ending in the Twin Cites.

# **2,500**

The number of newspaper page one and sports fronts designed at the Pioneer Press.

# **MY TOOLS BOX**

Adobe InDesign	95%	
Adobe Photoshop	85%	
Adobe Illustrator	75%	
Adobe After Effects	50%	
Digital Design	70%	
Microsoft 365	90%	



# campaigns

# **ARCTIC WOLF REBRANDING**

I led the effort in building, launching, and elevating a fresh visual identity. From establishing visual brand standards to implementing tools and workflows, my team was front and center in leading the company to a \$1.3 billion valuation. To see more of the Arctic Wolf Brand Standards, go to <u>ramsdencreative.com/brand-handbook</u>.









### **GRAPHIC ELEMENTS**

Cruptic pleasets are your cases und to increase brand exception among Arctic Well proceeds, pertens, and pastment, lecorporate these alimitary into orsigns fs add visual increase. Increased ong too many into a single design may cause the design in look box box.

### ANGLED HEADER

The Angled Header is an element that demonstrates the continuous growth of Arctic Wolf. The ascending face is 59-degree angle that is the same angle as the logo.



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RC BEN RAMSDEN | CREATIVE LEADER

# campaigns

CONTINUE

# **ARCTIC WOLF: THE STATE OF CYBERSECURITY**

This is an example of the deliverables produced by myself and the creative team. As creative director, I established workflows, processes, and an service-level agreements for internal and external stakeholders. To see more of The State of Cybersecurity, go to ramsdencreative.com/state-of-cybersecurity.



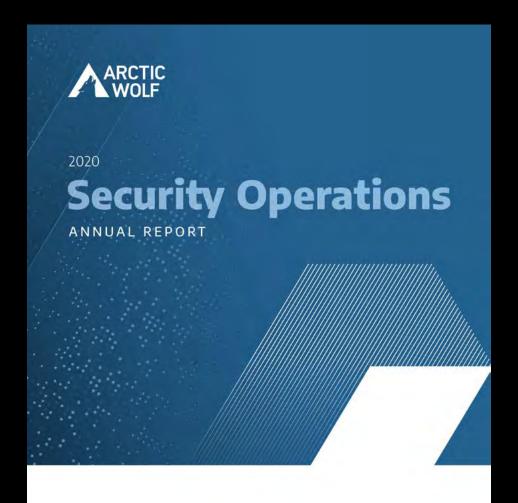
FOREWORD 1,473



### LEGAL COMPLIANCE IS STILL CLOSELY ALIGNED WITH SECURITY OBJECTIVES



# campaigns CONTINUE



### THE LEADER IN SECURITY OPERATIONS

35% In Q3, 2000, of all the	40 Days	
threats detected by our		
Concierge Security Team.		
35 percent of them happened between	20 21 22 23 24	
the hours of 8pm		34 35 36 37 38
	The time it takes to deal increased by an entry 40 mercential (25%, and by the dispersed workfor	days since March. High I deraption of patching a
$\simeq$	C	
64%	429% 合	243% 😂
Ransonverse and philiting attempts detected in G2 increased by 64 percent ever G1.2000 This was most promounced in the banking industry, which issue them threads increase by 520 percent between March and June	Since March, the number of cleartest usernames and passwords found to be exposed on the dark with has increased by 42P persent.	Since March the re- consections in oper networks increase produces, geographic workforces face in attacks on unsecu

EXECUTIVE

SUMMARY



Arctic Wolf invented the concept of Cor

reat hunting and alert

## **KEY FINDINGS**

The insight provided in this section represents key findings from the Arctic Wolf Platform, A clear understanding of this information helps to end cyber risk by spotting the most credible new and emerging threats and security trends

### THE END OF ALERT FATIGUE

CTIC WOLL / 2020 SECURITY OPERATIONS ANNUAL REPORT



### HOW SECURITY OPERATIONS INCREASES EFFECTIVENESS

At Arctic Wolf, we aim to end cyber risk by briping organizations address th security operations challenges. We believe that security has an effectivenes orsider implementing an in-house security operations center (SOC) or partner litizet your men 500

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# **SECURITY OPERATIONS REPORTS**

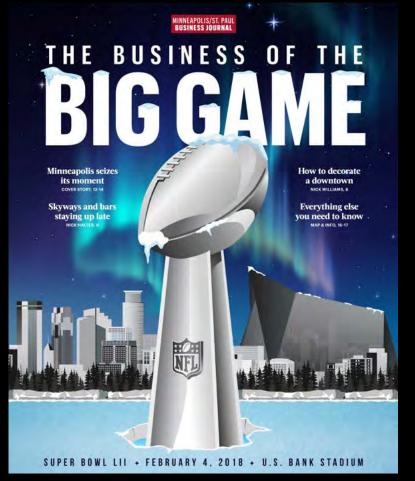
Worked with product marketing team to build and design an easy-to-digest security operation report. To see more of the Security Operations Report, go to ramsdencreative.com/2020-security-operations-report

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# projects

# **SUPER BOWL LII**

MSPBJ had three weeks of coverage in 2018 for the Super Bowl in Minneapolis. Here is a sample of coverage. To see more Super Bowl LII pages, go to <u>ramsdencreative.com/super-bowl-lii</u>







# projects

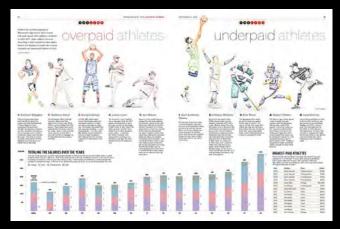
# **ALTERNATIVE STORY FORMS**

Here are samples of displaying data and statistical information in a creative way. To see more alternative story forms, go to <u>ramsdencreative.com/alternative-story-forms</u>



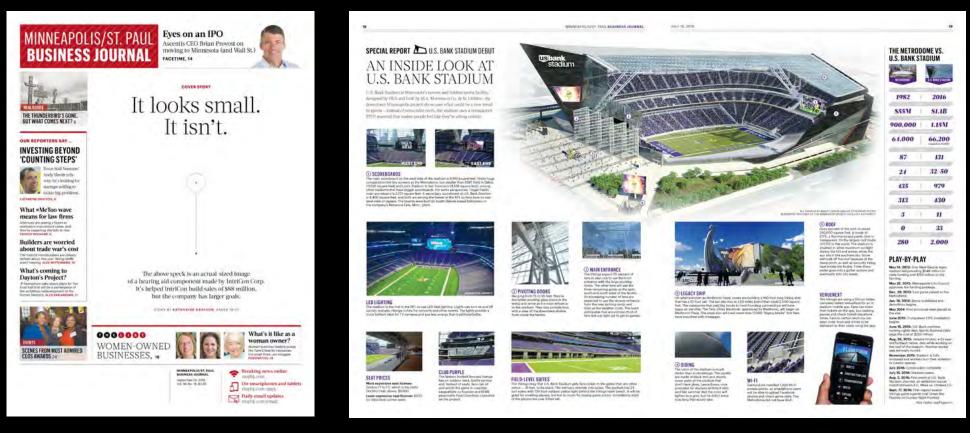








In my visual journalism career, I have accumulated 16 awards, include two Society of News Design Award of Excellence at the Minneapolis/St. Paul Business Journal and two at the Pioneer Press. To see more award pages, go to <u>ramsdencreative.com/awards-winners.</u>



## 2018 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

This is the actual size of one of the components of what IntriCon Corp., develops. Using the white space around the component helps underline the size.

## 2016 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

I lead the editorial team in gathering information and directing our photographer to shoot the inside of the new stadium to explain the economic impact it will have on Minneapolis.

# awards

CONTINUE



## 2012 MINNESOTA MEDIA + PUBLISHING ASSOCIATION GOLD MEDAL

The Indian motorcycles returned to production, and the concept was to show how the new motorcycle was developed from conception to completion.

### St. Paul PIONEER PRESS



day 9-18-2008



Within months, its replacement began to rise. More than



600 workers. Thousands of hours. Enough steel to build



a destroyer. Enough concrete for eight miles of highway.



At 5 a.m. today, the new bridge was to open.



It's expected to stand more than 100 years. More, Page 6A

## 2008 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

This was a collaborative effort with other designers to demonstrate the stages of the reconstruction of the I-35W bridge.



## 2006 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

Using the trend of the iPod marketing campaign as inspiration, we illustrated the story about have sermons recorded on Podcasts.

# redesign

# **ADAMS PUBLISHING GROUP / WISCONSIN**

I was hired to redesign and consult six small newspapers in northern Wisconsin. With a limited budget and resources, I also provided a comprehensive style guide for each publication and had sessions on how implement the new design. The Sawyer County Record is a sample of the work I did. To see more redesign pages, go to <u>ramsdencreative.com/sawyer-county-record-style-guide</u>





AFTER

Sawyer County

BEFORE



### **Redesign Style Guide**

## INTRODUCTION

The server camp reserve compares to imaging to well in the decay and the reserved back will public use through all champs. The goal of the redesign is no continue to gree requiring the server of energy part that will be enlarged and valved by advancement, and and well as a server renge part of presents. In a response that the subset, which will be justed out in this handbook, are followed as been they can a long are the decision and and an advancement of the subset.

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# ramsdencreative.com



## RC THEY SAID IT

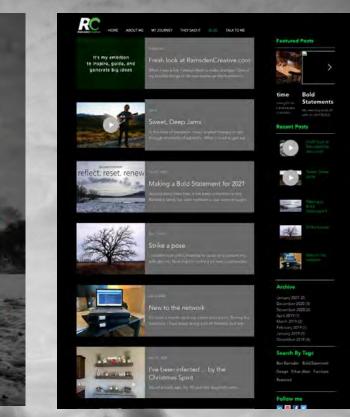
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I credit Ben as being my professional mentor, I wouldn't be where I am today without his support and guidance as a designer. He helped push me to be better and trusted me with big projects throughout our time working together which has helped me tremendously in my career

## "

Without reservation I can say working with Ben Ramsden was one of the best decisions our company has made. We initiated a project to redesign over twenty publications, a considerable task for a large organization with significant resources much less our company with limited means. Ben approached the work systematically, partnering with each publication's editor to ensure a successful result.

In addition to his appreciation for the beauty of creative, Ben understands the business of creative. From conceiving creative elements and establishing brand standards to ols and workflows, he excels in corporate envi



# For a look at my complete portfolio, resume, and blog posts, go to ramsdencreative.com.





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