

Benjamin J. Ramsden

(651) 357-2854 | benramsdn34@gmail.com | ramsdncreative.com

EXPERIENCE

Creative Director | Arctic Wolf (April 2019-Nov. 2020)

- Instrumental in helping the startup company reach a \$1.3 billion valuation by strategically developing and implementing a fresh, cohesive visual and messaging rebrand within a year
- Established visual and content brand guidelines, tools, and project management systems
- Initiated workflow procedures and a service-level agreement for in-house and outside agencies
- Hired, supervised, and positively motivated the creative team to design consistent, on-brand content for all levels of the marketing team as well as partners and customers
- Produced and edited marketing materials including reports, guides, data sheets, brochures, success stories, web content, and sales communications tools to showcase products and business opportunities
- Worked closely with executive leaders to build successful, powerful, and informative investor and customer facing presentations
- Maintained budgets, timelines, and managed internal and external relationships

Design Consultant | RamsdenCreative (2011-present)

- Consult in the brand development for small business and nonprofit organizations
- Lead redesigns for small-to-midsize newspaper and magazine publications
- Create brochures, posters, handouts, advertisements and logos
- Provide marketing strategies to generate new ideas in the developing visual communication

Creative Director | Minneapolis/St. Paul Business Journal (Aug. 2014-April 2019)

- Led the creative team, which included directing design, photo editing, illustration and layout of MSPBJ editorial, marketing, and advertising materials
- Kept team members on schedule, reviewing their progress and maintaining budget
- Organized, directed, and supervised photo shoots of story and special section subjects
- Analyzed and executed creative trends in the multi-media industry
- Invented new ideas for editorial, branding and marketing campaigns, while also motivating the creative team to be innovative and recognizing fresh approaches to all area of their positions

Senior Art Director | EPG Media LLC/Specialty Information Media (Jan. 2012-Aug. 2014)

- Responsible for leading design, photo direction, illustration, and layout of *Rider* and *SnowGoer* magazine, including websites, digital media kits and social media platforms
- Create print and digital advertisements and marketing promotions, including posters and banners for consumer shows and social media
- Redesigned *SnowGoer*, focusing on better reader engagement using modern design principles

Senior Designer | Pioneer Press in St. Paul, MN (April 2005-Jan. 2012)

- Designed more than 2,500 section fronts, including award-winning daily 1A, sports, Sunday and feature pages
- Key contributor in a redesign in May 2008, which included innovative methods and ideologies of presenting news in a challenging and changing industry

EARLY EXPERIENCE (Dec. 1996-April 2005)

- Sports designer at the award-winning Times of Northwest Indiana (Nov. 2002-April 2005)
- Designer/copy editor at the Winona Daily News and La Crosse Tribune (May, 1998-Nov. 2002)
- Sports editor for in three weekly newspapers—Reedsburg Time-Press, Wisconsin Dells Events, and the Oconomowoc Enterprise (Dec. 1996-May, 1998)

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SKILLS

- Proficient in Adobe Creative Cloud, Microsoft 365, WebDam, art direction
- Excellent at expressing and adopting ideas and taking direction constructively
- Experienced in photography, including directing studio and onsite photo shoots
- Familiar with web and digital design, including UX and UI design
- Able to execute multiple projects on deadline with composure and proficiency
- Confident, innovative thinker who is willing to take risks

EDUCATION

Bachelor of Science in Mass Communications

University of Wisconsin, La Crosse, May 1996

- Emphasis in journalism
- Specialized in public relations
- Minor in expository writing

ACHIEVEMENTS

- 2018 Society of News Design Award of Excellence for cover design
- 2018 winner in Typography and Design, Use of Information Graphics and Graphic Illustrations, and General Excellence at the Minnesota Newspaper Association Best Newspaper Contest Award
- 2016 Society of News Design Award of Excellence for cover story
- 2016 Minnesota Society of Professional Journalism First Place for Graphics/Art and Illustration and Page Design for Newspaper circulation under 50,000
- 2015 Minnesota Society of Professional Journalism Second Place Page Design for All Newspapers
- Won MMPA's Gold Award for Single Page Design in Special Interest over 60,000 in 2012.
- Won MMPA's Silver Award for Single Page Design in Special Interest over 60,000 in 2012.
- Designed front page of the Pioneer Press that earned Newsuem.org's top ten front pages for 2011.
- Received Society of News Design Award of Excellence in 2008 for page one design
- Awarded first place by the Society of Professional Journalists, Minnesota Pro Chapter for Page One Layout for a circulation more than 50,000 in 2007
- Awarded first place by the Minnesota Associated Press in 2007 for special section design in the Metro division
- Received Society of News Design Award of Excellence in 2006 for local front page design
- Awarded first place by the Society of Professional Journalists, Minnesota Pro Chapter for Page One Layout and Best Special Section for a circulation more than 50,000 in 2006
- Member of The Times of Northwest Indiana design staff that was honored with a Society of News Design's Award of Excellence for newspaper redesign in 2005
- Member of The Times of Northwest Indiana sports staff that was honored as one of the top 10 sections for general excellence in 2003 by The Associated Press Sports Editors for circulation of 100,000
- Member of La Crosse Tribune sports staff that was honored as one of the top 10 sections for general excellence in 2000 by The Associated Press Sports Editors for circulation under 40,000