

Ben MacDonald

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Senior Interactive Designer / Modea / 2009 - present

Responsible for concepting, wire-framing, art direction and design execution on projects including interactive experiences, enterprise level websites, mobile apps and advertising campaigns. Modea values collaboration and entrepreneurship above all else and uses agile development principles to inform our processes. I fully embrace Modea's work hard, play hard battle cry.

Accounts

Verizon, Duke Health, T-Mobile, Mizuno, Graco, Teutonia, Aprica, Lenox, Riunite Sweet Wine, HeardAbout, Vitruve, nTelos, University of Virginia, 5-Hour Energy, Newell Rubbermaid, Chiquita, and Prudential.

Duke Health - Lead designer and art director on a global responsive website project with main goal of developing a deep decision/conversion platform for current and potential patients. Site built using an agile process.

Verizon Mobile - Lead art director, user experience architect and graphic designer on the creation of an interactive mobile app that allows consumers and call center reps to use mobile phone guides and simulations that match the phone's OS and hardware to resolve their mobile device questions.

Lenox Saw Blades - Lead creative, user experience architect and graphic designer on a parallax website project that integrated their Up-Blade campaign, manufacturing process and their high quality range of saw blade products in order to educate, build awareness and distribute trial blades to tradesmen to increase sales.

Account Executive / Modea / 2011 - 12

Moved from the creative team to the account team in order to grow my understanding of the client side of the advertising business and ultimately create better work. Specific responsibilities included:

Conducted brand and industry research for our diverse client portfolio including telecom, beauty, CPG and manufacturing.

Created custom presentations for new business pitches, creative pitches, brand strategy discussions and research.

Crafted one-sheeters containing the company's points of view on various advertising trends for distribution to our client list.

Developed case studies for each of our client engagements.

Landed three new clients by working directly with my group account director to move prospects through the pitch to close.

Content Developer / Modea / 2009

Developed interactive mobile phone guides/simulations for desktop using Flash, screen capturing software, product photography and XHTML that allow customers and call center reps to easily resolve their mobile device questions.

Graphic Designer / FourDesign / 2008 - 09

Graphic designer at Virginia Tech's student-ran agency creating print designs, marketing material and advertisements for the university and community. Won Best of Show at the 2011 Southwest Virginia American Advertising Awards for The Cause Book, a promotional print piece for the College of Architecture and Urban Studies at VT.

Graphic Designer / Collegiate Times / 2007 - 08

While taking a full course load at Virginia Tech, worked part-time creating graphics and layout for the primary daily newspaper at the university. Other responsibilities included managing the newspaper's distribution and developing print and online advertisements.

Education / Virginia Tech / 2004 - 09

Graduated with a Bachelor's of Fine Art in Visual Communication Design.