



# BENJAMIN MAYS

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## HELLO!

What is UP!? My name is **Benjamin Mays** aka Ben, Bean, or “Dude that designs stuff and things”. I take pride in my ability to adapt as a designer and have demonstrated work in diverse industries from Strict Regulatory to Lifestyle Health & Wellness. I’m also a proud cat Dad, car/motorcycle enthusiast, and goofball.

## TECHNICAL PROFICIENCIES

Adobe Photoshop  
 Adobe Illustrator  
 Adobe Premiere Pro  
 Adobe After Effects + C4D  
 Adobe Lightroom  
 Adobe InDesign

Sketchup  
 Microsoft Office  
 WordPress  
 Klaviyo  
 Avada  
 Google Analytics

## SKILLSET



Logo Design & Brand Identity



Web Design



Photo Manipulation & Compositing



Package & Label Design



Social Media Strategy & Campaigns



Photography & Videography

## EDUCATION

Virginia Commonwealth University

### B.S. CREATIVE ADVERTISING

2016-2019

- Gained critical skills for the conceptual phase of advertising & marketing as well as the importance of perspective in relation to project goals and execution.

- ★ 2020 Silver Regional Addy Award

## EXPERIENCE

Blackbriar Regulatory Services

### GRAPHIC DESIGNER & BRAND DEVELOPER

January 2020 - December 2021

- Design of various print and digital marketing materials aiding in conversions on BRS, PRISM E-Liquids, and Leafana Wellness products for both B2B and B2C clients

- Front end development and management of BRS and subsidiary companies websites

- Designed packaging for product assortments that required alignment with regulatory requirements from the FDA and other

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Freelance

### GRAPHIC DESIGNER, BRANDING CONSULTANT, AND PHOTOGRAPHER

January 2018 - Present

- Design, development, and management of business websites in alignment with current industry trends with analytics supply and external systems integrations

- Developed numerous logos and brand identities for businesses in diverse industries

- Consulted businesses on best practices and acted as a liaison with system providers to insure business management, branding, and operations were trouble-free

