


HELLO THERE! I'M BENJAMIN MAYS


A Richmond-based Senior Graphic Designer with over five years of experience creating scalable brand systems across digital and print. I specialize in turning complex ideas into clear, consistent visual identities. Through in-house and freelance roles, I've helped teams bring strategy to life with purposeful, high-impact design.



CONTACT

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 benmays.me

PROFICIENCIES

- Adobe Creative Suite, Figma, PowerPoint, Webflow, WordPress
- Co-branded assets, pitch decks, print production, vendor coordination
- Cross-functional collaboration, stakeholder alignment, accessibility best practices
- Generative AI tools: ChatGPT, Adobe Firefly, Midjourney

EDUCATION

2016-2019

B.S. MASS COMMUNICATIONS, CREATIVE ADVERTISING

from VCU

- **Silver Regional ADDY Award (2020)** for campaign work on Fireball Cinnamon Whisky, recognized by the American Advertising Federation for creative excellence

WORK EXPERIENCE

DEC 2021 - PRESENT

SENIOR GRAPHIC DESIGNER

at Powerfleet, Inc.

- Serve as **Design Lead for Global Marketing**, driving strategic visual identity across campaigns, events, and corporate initiatives
- Collaborated on the company's 2022 rebrand, leading design execution and managing deliverables across internal teams and vendors
- Currently overseeing an in-progress brand refresh, including a new website, updated CI system, and refined corporate messaging
- Built co-branding guidelines and systems for global partners
- Developed event identity for Powerfleet's flagship customer conference, Heartbeat, from initial concept to execution (signage, presentations, print materials)
- **Powerfleet Power Play Award recipient (2023)**, peer-nominated and awarded to top 10 employees company-wide for impact and collaboration

JAN 2020 - NOV 2021

GRAPHIC DESIGNER & BRAND DEVELOPER

at Blackbriar Regulatory Services

- Managed end-to-end creative for a range of compliance-driven businesses
- Developed brand identities, packaging, and FDA-compliant labeling systems
- Designed internal and external marketing, including pitches and digital assets
- Handled pre-press, vendor coordination, and creative production across formats

JAN 2020 - FEB 2022

BRAND DESIGNER (FREELANCE)

- Designed brand identity and website for Empower, a Virginia-based women's wellness startup
- Designed and developed the website for Firmitas LLC, a regulatory-focused firm
- Provided branding and marketing design services for Accorto Regulatory Solutions, including logo design and visual identity assets
- Developed packaging, pitch decks, web design, and sales collateral for clients across the health, compliance, and AI sectors
- Created cohesive brand experiences across digital and print