

Benjamin Sumrall (BA in Art and Technology)

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GRAPHIC DESIGNER

Professional independent multimedia designer with experience in Branding/Visual Identity, Advertising, Illustration, 3D, Publication/Typography, Packaging, Digital Communications, Web Design, and Coding.

HIGHLIGHTS

- 10+ years of experience as a graphic designer working on a variety of projects.
 - Progressively gained experience in every aspect of the design process from inception to production.
 - Established and managed freelance design services, aiming to assist individuals and small companies with branding, as well as digital and print collateral.
 - Successfully collaborated, designed, and produced compelling print and digital content to meet client needs.
 - Develop creative content for various media, including social media, websites, magazines, business cards, flyers, posters, packaging, apparel, and more.
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SKILLS

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|-----------------------------------|--------------------------------------|
| Digital Illustration | 3D Modeling, Texturing, and Lighting |
| Branding/Visual Identity | 3D Rendering and 2D Visualizations |
| Digital Marketing | Web Design |
| Layout Design | Web Coding |
| Print Media Design and Production | (Javascript, CSS, and HTML) |
| Merch/Apparel Design | Drafting |
| Packaging Design | Motion Graphics/Animation |
| Publication/Typography Design | Photography |

TOOLS OF THE TRADE

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|----------------------------|---------------------------------------|
| Photoshop | React (website front-end development) |
| Corel Draw | Maya/3DS Max |
| Illustrator | ZBrush |
| After Effects | AutoCad |
| InDesign | SketchUp |
| Asana (project management) | VRay/Unreal Engine (3D Rendering) |
| VSCode | Keynote/Powerpoint |
| Wordpress (website CMS) | Excel and more |

PROFESSIONAL EXPERIENCE

General Freelance Graphic Design Experience

- Collaboration and ideation with clients to define design briefs and requirements
- Researched client industries, explored concepts, and gathered reference materials to present during the discovery phase
- Provided sketches or design mockups for revision and feedback
- Implemented revisions and feedback to produce final designs
- Managed project timeline and workflow during the design, print, and/or production processes
- Maintained brand consistency across all designs and printed materials
- Kept up-to-date with design trends, techniques, tools, and production standards

Adaptive Community Experience (ACE), *Freelance* 2022–Present

- Designed brand identity, including logo, color palette, and typography
- Designed and produced print collateral including business cards, signage, flyers, and apparel
- Website design, development, and deployment

Joe's Signs, *Graphic Designer* March 2022–March 2023

- Designed marketing and personal products including business cards, signage, flyers, apparel, vehicle wraps, and more
- Managed the design process, including the preparation of files for the print process

DJ Collie, *Freelance* 2020–Present

- Designed brand identity, including logo, color palette, and typography
- Designed and produced print collateral including business cards, signage, flyers, and apparel
- Website design, development, and deployment

Bluffview Properties, *Freelance* 2020–Present

- Designed brand identity, including logo, color palette, and typography
- Designed and produced print collateral including business cards, signage, and flyers

Zalefsky Productions, *Freelance* November 2021

- Designed brand identity, including logo, color palette, and typography

Hair Designs by Nikki, *Freelance*

April 2020

- Designed brand identity, including logo, color palette, and typography
- Website design, development, and deployment

DK International, *Freelance*

Feb. 2018–2022

- Architectural 3D Renders, Visualizations, and Presentations
- Website design, development, and deployment
- Magazine design, copy, and production
- Print collateral including business cards, signage, flyers, and folders
- Photography

EDUCATION

Bachelor of Arts in Art & Technology

University of Texas at Dallas

REFERENCES

Sarah Roach

Counseling Principle | Texas Online Preparatory School | Dallas, TX

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Dana Holmes

Owner, Founder, and Designer | Designs Unlimited | Dallas, TX

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Collin Burk

Owner, Founder, Manager, and Broker | Bluffview Properties | Dallas, TX

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PROFESSIONAL EXPERIENCE (CONT.)

Dallas Digs, Freelance 2017

- Designed brand identity, including logo, color palette, and typography

Stone Coat, Freelance Oct. 2016 – Feb. 2018

- Provided quality 3D models, textures, photographic editing, and visualizations
- Developed compelling visual presentations
- Using reference images and client feedback, developed renders for visualization, which improved communication with clients and ultimately boosted sales
- Increased productivity by implementing standards, procedures, and a pipeline for visualizations

Ascent Thoroughbreds, Freelance July–Nov. 2016

- Collaborated with client to develop brand, logo, uniforms, business cards, and social media presence
- Increased followers by generating useful, engaging, and educational social media content

Philip K. Miller CPA, Freelance June–Sept. 2016

- Worked closely with client to develop the employee manual graphics, layout, and documentation

Aggregates Now, Freelance July–Dec. 2016

- Served as the email marketer for this construction material provider
- Boosted product awareness by creating weekly email advertisements and distributing through Mail Chimp

Twenty Seven, Freelance 2015

- Served as creative lead for this restaurant and bar, providing menu design, advertisements, and photography

Chow Chow Films, Freelance 2014

- Collaborated closely with the director on both production and post-production needs for this emerging dallas independent film company
- Designed and created 3D assets , motion graphics and original music
- Assisted with video editing needs

GoFigur3d, 3D Project Manager

2013

- Provided technical solutions for this 3D printing start-up
- Drafted and created 3D models, textures, and renders
- Adapted the printing process to achieve high quality 3D products
- Laid the foundational process for future 3D printing technicians, start to finish, including photography, 3D creation, and the final product

ComputeRX, Freelance

2012

- Collaborated with the client to develop a logo and business card
- Boosted client base by creating various advertisements for different audiences

Designs Unlimited, freelance

Intermittently 2010-2024

- Designed brand identity, including logo, color palette, and typography
- Website design, development, and deployment
- Assisted in planning, designing, and furnishing residential properties to create unique living space
- Gained valuable experience in project management and space planning
- Developed compelling 2D and 3D visualizations and proposals
- Coordinated and executed on-site installations and stagings