

Ben Brotman

Graphic Designer

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(267) 978-0186

Experience

The Philadelphia Orchestra and Kimmel Cultural Campus Graphic Designer

(2017-2024)

In my role as a web and email designer, I gained valuable experience in developing and deploying effective email campaigns, updating web pages, and creating engaging graphics. In my second role as an institutional designer, I honed my skills in creating a cohesive visual identity across a wide range of assets, from flyers and brochures to large-format printing.

The University of the Arts Graphic Designer

(2013-2016)

As an in-house graphic designer at The University of the Arts, I was an integral part of the communications team. My responsibilities included designing and producing the bi-annual alumni magazine, creating print and web content for school admissions, redesigning the school's website navigation, and creating fundraising materials for scholarship programs and events.

Design Exhibition Coordinator

(2013, 2015, 2016)

Worked as an art director for three separate years with student designers over a four-month period to develop a brand and produce branded materials for the University of the Arts Design School Show.

Assistant Designer

(2012)

Worked on further developing and completing of the font "Brando" for Mike Abbink. The work included creating the accented glyphs in two weights and creating kerning classes for both. All work was done using FontLab.

Freelance Graphic Designer

(2011-2023)

Education

The University of the Arts (2013)

Philadelphia, PA

BFA in Graphic Design

Accolades

Graphic Design Senior Project Citation Award (2013)

CRW Graphics Award for Excellence in Typography (2013)

The Jantzen Family Scholarship (2012-2013)

The Promising Artist Scholarship (2009-2013)

Dean's List (2010-2013)

Skills

Design

Branding, Web Design, Video, Video Editing
Photography, Photo Editing, Audio Editing, Type
Design, Typography, Illustration and Printmaking.

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Bridge,
After Effects, Premiere Pro, and Dreamweaver.

CMS & Email Development Tools

Salesforce, Episerver, Google Analytics, and Wordfly.

Font Development Tools

FontLab, Robofont, and Opentype coding.

Web Development Tools

UX/UI Design, HTML5 and CSS.

Other Software

G Suite, Figma, Canva, Microsoft Word,
PowerPoint, Excel, Outlook, Pages, and Keynote.