

Ben Wilson

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Senior creative designer with expertise in creating and coding over 2000+ marketing emails campaigns and developing engaging web content. Successfully trained and mentored 12+ designers, fostering their skills to deliver outstanding work. Eager to tackle new challenges and use my 20 years of agency experience to make a valuable impact and drive ROI growth.

WORK EXPERIENCE

Uline - Pleasant Prairie, WI. *Email Marketing Designer [Contractor]* *Oct2023 – Current*

Privately owned company of 10,000 employees which sells shipping, warehouse, safety and janitorial supplies.

- Quickly understood company branding and processes.
- Coordinated with multiple teams to create marketing emails for deployment.
- Updated concepts to new template layouts and process to drop to customers.
- Evaluated process and gave recommendations for improvements.

Staples (Quill Brand) - Lincolnshire, IL. *Senior Creative Designer* *Jan 2021 – May 2023*

Quill, owned by Staples, is a B2B online-only company of 200 employees, generating \$600 million in revenue, with 1 million customers of office supplies, cleaning supplies, technology and more.

- Strategized with marketing, writers, account managers and internal clients to meet business objectives on a variety of project types with high-end deliverables.
- Concepted and presented wireframes for director approval.
- Coordinated HTML coding updates needed for rebranding of all marketing and trigger emails.
- Concepted email campaigns for a base of 950K customers.
- Crafted graphics for website promotions and social media interaction with mastery of Adobe Cloud.
- Mentored a junior designer and provided insight to 7 other designers.
- Trained 5 new designers on branding, email, and web processes.
- Photographed products for use in promotional content.

Staples (Quill Brand) - Lincolnshire, IL. *Lead Creative Designer* *Feb 2019 – Dec 2020*

- Managed and lead team of 3 in-house designers and 5 offshore designers.
- Delegated a well-balanced workload for a team 8 designers and myself.
- Hired and instructed 2 designers on branding, email, and web processes.
- Assisted team in the transition to being fully remote.
- Worked to improve performance of offshore team resulting in 20% fewer errors.
- Coordinated and innovated email creative and code updates of promotional email campaigns.
- Owned creative development of promotional ads for website and social interaction.

Staples (Quill Brand) - Lincolnshire, IL. *Creative Designer* *2018 – Jan 2019*

- Evaluated and assigned all email projects to design team.
- Initiated and directed system update to enhance the proofing process to include mobile experience.
- Improved efficiency of agency review meeting by pre-evaluating projects from offshore team.
- Partnered with senior designer for creative and UX test in conjunction with Jackman agency.
- Created emails, ads, and landing pages.

Staples (Quill Brand) - Lincolnshire, IL. *Associate Creative Designer* *2014 – 2018*

- Instructed offshore team in how to create promotional emails.
- Trained freelancers on branding, email, and web processes.
- Coordinated and successfully executed a UI test with Den Aviary agency.
- Designed emails, ads, and landing pages.

Quill - Lincolnshire, IL. *Interactive Designer* 2006 – 2014
• Instructed offshore team on web processes and in-house interns on email and web processes.
• Updated Photoshop templates and HTML code for emails.
• Designed emails, ads and landing pages.

Quill - Lincolnshire, IL. *Associate Interactive Designer* 2003 – 2006
• Constructed emails, ads, and landing pages.

SKILLS

Tools: Photoshop, Illustrator, Premiere Pro, After Effects, Acrobat, InDesign, HTML, Klaviyo email builder, SAS email builder, MediaBank, ProPresenter, MAC, PC

Soft Skills: Creativity, communication, adaptability, time/project management, teamwork, attention to detail

Passions: Design and Photography

VOLUNTEER

Elgin Evangelical Free Church	<i>Lead Sound Engineer</i> <i>Sound Engineer</i>	June 2021 – Current Nov. 2020 - May 2021
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Calvary Baptist Church	<i>Lead Sound Engineer</i> <i>Sound Engineer</i>	2017 - 2019 2009 –2017
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EDUCATION

Illinois Institute of Art – Schaumburg	Bachelor's Degree in Multimedia and Web Design
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Elgin Community College	Web Design Certificate Associates in Art
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