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Ben Hartley
Freelance Designer

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EXPERIENCE

Freelance Work, 2021 – current

I have completed a variety of branding and web projects for clients, including Celeres Capital, Popp AI, MFNY and Modern Lore, and ongoing collaborations with Branding Agencies like Goodlove and FKTRY.

Collaboration, Black[Foundry], Apr 2024 – Nov 2024

I worked with a type foundry to publish two typefaces, Ampere and Caesura.

Senior Web Designer, nPlan, Oct 2023 – Mar 2024

I lead the relaunch of nPlans new website, a company with a complex range of products, and complex needs for their web presence, including a product landing page builder, events calendar, knowledge base of articles and case studies, and an immersive story page.

Senior Designer, Right to Left, Feb 2023 – Apr 2023

I joined the Branding Studio Right to Left to help create a custom typeface and work on branding for client projects.

Lead Designer, Stackfix, Jan 2022 – Jan 2023

From its earliest beginnings I worked with the founders of Stackfix, a B2B software marketplace, to bring the product to life. Throughout 2022 and a significant evolution of the platform, I created the initial branding, design system, and product MVPs, helping define the roadmap and demonstrate the vision.

Senior Designer, The Guardian, Sep 2021 – Dec 2021

I was hired for a three month contract at the Guardian to lead design in the newly formed Newsletters team and create a graphic language and design system. I established a library of content blocks that the designers and journalists could use to build up a newsletter in a consistent, structured way. During my time, my team launched a number of new Newsletters, testing the new design system, and signup pages for each, which included a set of illustrations I created, in line with the graphic language.

Senior Web Designer, Cleo, May 2021 – Sep 2021

I joined the Growth team at Cleo to deliver a website that would drive new users and provide a flexible content management system so that the marketing team could easily maintain the pages. I navigated various teams and stakeholders that needed specific functionality and content in the website, designing and building the final site in Webflow, removing the need for a complicated development phase.

Digital Product Designer, DICE, Nov 2018 – Dec 2020

At DICE I led the visual design in various areas of the business, from the dice.fm website to internal and partner-facing tools. I created a comprehensive design system for the event management application used by promoters and venues around the world. I designed and built the online DICE brand showcase, which—along with the rebrand—was shortlisted for a D&AD Award.

Web Designer & Frontend Developer, Fat Beehive, Nov 2015 – Dec 2017

At Fat Beehive I was one of the two designers responsible for the visual side of projects, ranging from initial planning and information architecture, wireframing and hi-res UI design, through to the frontend development.

Digital Product Designer, NZME, 2013 – 2014

As the only designer on the Digital Product team, I was responsible for bringing a wide range of products and features to realisation. I worked on The New Zealand Herald website and several sport and lifestyle feature sites.

Junior Designer, Alphero, 2013

EDUCATION

Bachelor of Design Innovation, Victoria University of Wellington, 2012

AWARDS & MENTIONS

2022   Visualist, Blog feature
2021   Awwwards, Honorable Mention
2020   Shortlist, Branding, D&AD
2012   Award for Sustained Excellence, VUW

SKILLS

Web Design
Webflow Development
Product Design
Brand Design
Type Design
Illustration