

Benjamin Lords

Creative Director | Animator | Product Designer



EDUCATION

Bachelor in Animation and Entertainment Arts

Dixie State University
2016 - 2020

Degree in Digital Media Design

Dixie Technical College
2014- 2016

SKILLS

Team Direction & Management

Everything Adobe

Animation & Motion Design

Digital Marketing & Social Media

Web Design & Wordpress/Webflow

Instruction & Curriculum Development

Product & Ux Ui Design

Photography & Videography

Branding & Content Creation

Project Management & Leadership

Creativity & Problem Solving

CONTACT

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BIOGRAPHY

I'm Ben Lords, and I am a passionate and creative leader. I've held various positions with diverse requirements, such as creative director, project manager, product designer, and college instructor. I focus on removing roadblocks for teams, allowing them to grow and improve their potential. I strive every day to take what is ordinary and turn it into something "wicked awesome."

Past clients include the likes of Tosh Inc, Janela Bay, Team Wood Games, and many more. I specialize in product design, branding, and animations. I offer design services to businesses of all sizes around the world, ultimately improving their bottom line by crafting creative solutions to their business problems.

EXPERIENCE

Creative Director | Lead Product Designer

2020 - Present

Softwise | Check City | Scryp

I work as the lead creative for Tosh Inc's multiple financial products/companies. My responsibilities have included managing all things brand and visual identity, UX/UI design, graphic design, animation, and web design.

As a directing member of the product team I lead the design team and coordinate with the marketing and dev teams to help foster positive teamwork and create quality products and services. My goal is to help them accomplish what they need to; while finding ways for us to work together and create high-quality and industry-leading products.

Art Director | Project Manager

2022 - Present

Team Wood Games

I manage the creative teams and visual identity of games created by Team Wood. Our teammates are all remote and I manage them through online collaboration tools such as Slack, Airtable, Clickup, and Ziflow. We have successfully grown a highly effective international team of creatives that all collaborate to create our games.

Lead Designer | Photographer & Videographer | Marketing

2019 - Present

Janela Bay

From marketing and branding materials to swimsuit patterns and prints, I design the visual appearance of Janela Bay as their senior designer. I take all of their product and marketing photography, create their print and video ads, and am involved in running their social media ad campaigns, analytics, and Shopify/WordPress back-end.

Instructor | Curriculum Developer

2015 - 2020

Dixie Technical College

As an instructor for the Digital Media Design department, I taught classes from the Adobe Programs, Graphic Design Principles, Illustration, Photography/Videography, 3D Modeling, and Social Media and Marketing. I also created and led the school's animation emphasis, a program specializing in 3D animation, 2D Animation, Motion Design, and VFX.

I also created interactive textbooks for all the classes within this department. This new curriculum is credited for growing the department from ten students enrolled to over a hundred.

Ui/Ux Designer | Animator | Branding | Instructor

2016 - 2018

Codechangers

I designed the front end of Codechanger's web platform and coordinated branding, product design, animated explainer ads, and online video content. I taught afterschool and summer camp design and animation classes to kids from elementary to high school.

Marketing Specialist | Photographer & Videographer

2015 - 2018

DxATC

As a marketing specialist for DxATC, I managed social media analytics, targeted ad campaigns, photography, videography, and coordinated the equipment for events and studio shot productions.