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Education

BA (hons) Degree in
Graphic Arts (2:1)
University of Southampton

BTEC ext. Diploma in
Graphic Design (DMM)
City of Oxford College

GCSE & A Level
Bicester College

Design Programs

Adobe
Photoshop
Illustrator
InDesign
After Effects
Cinema 4D
Pitch
Figma
Canva

Platforms

Shopify
WordPress
Squarespace
TikTok Shop
Amazon Brandstore

Other Programs

Microsoft Office (all)
G Suite
Trello
Harvest
Scoro
Asana

Ben Long

Design & Project Manager – 10 Years' Experience

About me

I am a 33-year old design & project manager with 10 years' industry experience, specialising in artwork, retouching, print production, digital design & visualisation (POS, Packaging) and general project management. My most significant role to date was Design Manager at mobile accessories brand Juice Global Ltd, where I worked for 5 years, leading the creative media & artwork for an award-winning range of products made from recycled plastic, the "Made Mindfully" campaign.

I have amassed a depth of experience across a variety of design disciplines throughout my career so far, including above the line and below the line graphics and content, with a steady progression of seniority up to this point. With packaging artwork, POS & photo editing among my core skills, I have also worked with 3D visualisation & animation to a professional level and AR & VR integration at University level. Like many designers, I am engaged & aware of developing ai tools.

I am a lover of football. I live by the teachings of The Simpsons. A guitar player of 15 years, music lover, gamer & all-round pop culture geek. These obsessions often find their way into my work & inform my ideas & creativity.

Experience

03/20 – 2025. Juice Global Limited

Designer (03/20) Senior Designer (03/21) Design Manager (06/22)

I lead a 4-person team in producing all the visual content, packaging, POS & marketing materials for the business, as well as new product R&D and managing of e-commerce. Prior to this management role, I was the senior designer working under a marketing manager. My time at Juice brought my acquired skills together into a demanding multi-faceted role in which I helped produce and oversee a visual evolution of the branding and packaging. (see more pg2)

06/19 – 03/20. Superior Creative Services

Creative Artworker

During my time at Superior, I worked as part of a highly experienced team on a wide range of POS, digital & activation campaigns for a leading global drinks brand. Regularly taking artwork from initial design, through to the print production stage. Producing work adhering to the various guidelines of global on-trade & off-trade brands was a fundamental aspect of daily practice. (see more pg2)

CAB Property – Present

Project Manager

I took the decision to leave Juice in March for a Senior Project Management role with the creative marketing agency, CAB Studios. This role has helped me build on the project management skills I had developed while at Juice, with the same level of involvement in the design process, but less emphasis on the designing itself.

Unfortunately for me, the decision was taken to close the Property arm of the studio, leaving my position redundant.

Juice Global Limited – 5 years

Designer | Senior Designer | Project Manager

Job Description: My role as design manager was to organise my team and utilise our skillsets to produce the most progressive, interesting and visually attractive work we could – all with the goal of elevating the brand. Along with my management responsibilities, I was also solely responsible for producing and updating all product artwork across the range of 100-150 products, as well as handling various e-commerce tasks.

My career at Juice started chaotically at the beginning of the pandemic – we were all sent to work from home on my first day! This challenging situation required all of my previous experience as I was thrust into the thick of it as part of a three-person team – two designers and our Marketing & Design Manager. My initial responsibilities were:

- To create digital & video content for our social channels and mailing list, including GIFs and animation
- Produce presentations for new business and new product showcases, set to a provided brief
- Create packaging visuals and display unit planograms for retailers and potential customers
- Visualise and conceive new ideas for packaging and product ranges for the brand, including photographic editing, bringing the packaging from artwork concept right through to samples and production.

After a successful & intense first year in a reduced team, I progressed to senior designer, where my responsibilities grew to handling all new and existing artwork on live order and guiding our junior designer. At this point I also took a course in Cinema 4D to elevate my work with 3D visualisation for packaging, product, POS, above the line campaigns and hero imagery.

From June '22 I managed the team, where I created briefs, managed projects and workflow, and answered to the CEO directly, on top of my existing responsibilities.

Superior Creative – 6 months

Creative Artworker

Job Description: My role was to apply creatives across a wide range of print & digital media - Working on global campaigns for seasonal & major sporting events, for the on-trade & off-trade markets, as well as internal corporate materials. This specifically entailed:

- Producing artwork for POS ranging across all sizes from large format to business card size.
- Adhering to brand guidelines for all brands under the umbrella of a major global drinks brand and several major supermarkets for digital & print.
- Working in a multi-faceted team of creatives with an open-ended rotation of work, increasing the need for creating clean, coherent files from which colleagues can work.

- Creating bespoke posters, menus, leaflets, business cards & banner designs for pubs across the country owned by the drinks brand.
 - Visualising cutters and concepts of proposed POS structures, designed in-house.
 - Re-purposing supplied artwork and adapting designs to work across social media formats, web & print format.
 - Extensive photo-retouching and creating comps of brand assets across a wide range of formats.
- Design Programs- Working format

Almost all print artwork was created in Indesign, giving me a clear understanding of formatting and processes within the program. The use of smart objects in photoshop was also integral to workflow methods. Part of the role also included releasing jobs for print, giving me an understanding of the principles of creating planned up sheets, cutters, reg marks and print-ready artwork.

BlinkFish Design Limited – 5 years

Designer | Artworker | Retoucher

Job Description: My primary role was to produce packaging artwork and initial packaging design concepts for the Homeware range of a global retail brand.

This specifically entailed:

- Working to specific, story-driven guidelines across their packaging range, paying close attention to detail and strict consistency.
- Developing artworks to the print-ready stage, ensuring all colour and print specifications are clearly stated, using PANTONE conversions and assigned spot colours to ensure each artwork is consistent from screen, to proof, to production.
- Working alongside my design manager in contributing ideas and presentations for text layout and typography, along with colour schemes, in conceptual artwork development. Presenting the proposed concepts in a 3D format.
- Re-touching and editing product photography with Photoshop- manipulating images by adding new textures, removing blemishes and imperfections, re-colouring entire products.
- Create line drawings of certain products on specific artwork ranges using Illustrator.

Design Programs- Working format

The main program I used for the purposes of artwork at BlinkFish Design was Adobe Illustrator, I used this program on an hourly basis for the duration of my time there, and developed a strong understanding of layering, pattern swatches, image and path manipulation, assigning of swatches and spot colours, implementation of colour profiles, PANTONE libraries and brush tools, text and type formatting, masking and many more.

The secondarily used program was Adobe Photoshop, which I also have a confident understanding of- particularly in terms of colour rendering using tools such as selective colour and colour replace, as well as retouching using path selection, content-aware fills and clone stamp.