

BEN LONG • CV

ABOUT ME / SOBRE / AU SUJET DE / UBER MICH

BIO

I am a 33-year old **artworker, designer & illustrator**. Alongside my professional career, I have worked on both degree projects and personal projects that utilise illustration, print design, animation, VR and AR. Including this crazily niche overview of my work in the form of a stickerbook from 1998!

I am a lover of football and wider sport (predominantly watching). I live by the teachings of The Simpsons, a guitar player of 15 years, music lover, record collector, movie goer, football shirt admirer and all-round pop culture geek.



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JUICE GLOBAL LTD

Period: March '20 - March '25

Job Description: Design Manager

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 led 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.

This specifically entailed:

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.

CAB Property – Present

Job Description: 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.

COMPETENZE – COMPETENCES – KOMPETENZEN – ABILITÀ

SKILLS



EXPERIENCIA – EXPERIENCE – BEFAHRUNG – ESPERIENZA

EXPERIENCE

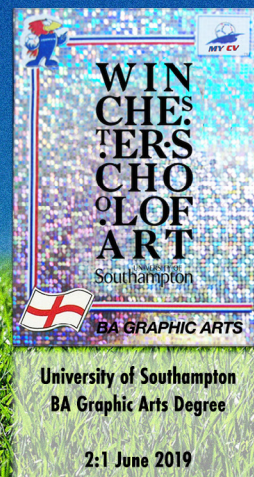


03/20 - 03/25.
Juice Global Limited
Design Manager/ Artworker

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.

EDUCATION – EDUCATION – BILDUNG – EDUCAZIONE

EDUCATION



Art -	A
Electronics -	B
Additional Science -	B
Physical Education -	B
Science -	C
English Language -	C
Media -	C
Maths -	C

AFICIONES – LOISIRS – LIEBHABEREIEN – PASSATEMPO

INTERESTS





11/16.
You In The Disaster . . . pg. 4



03/18 - 05/18.
11 Football Stories . . . pg. 6



BERT TRAUTMANN



DAVIDE ASTORI

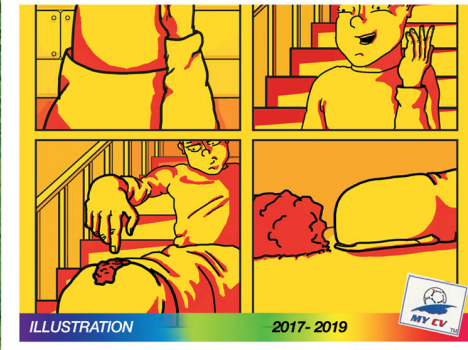
03/18 - 05/18.
11 Football Stories . . . pg. 7



2010 - 2019.
Personal work . . . pg. 8



11/18 - 04/19.
Animation . . . pg. 9



03/17 - 04/19.
Illustration . . . pg. 10 & 11

INTRODUCTION • INTRODUCCION • INTRODUCTION • EINFUEHRUNG • INTRODUZIONE

Welcome to my portfolio overview!

This is both a highlight-reel of some key projects and an overview of the formats and outputs that I am most accustomed to in my career & education so far. It is intended to run alongside my digital/online portfolio, which contains in-depth presentations of my working processes & sketchbooks, my animation work and many more projects with detailed descriptions.

My portfolio website can be found at: blcreative.co.uk

A bit about the design...

As you may have gathered, I'm a big football fan. As a football fan, the World Cup is a focal point for me & the earliest I can remember is France '98. This (naturally) has resulted in a design aesthetic heavily inspired by the official France '98 sticker album... harsh on the eyes but etched across my heart...

2016
YOU IN THE DISASTER

FORMAT

A digital & print project, intended for an Exhibition environment

An immersive VR experience, using a 'google cardboard' headset.

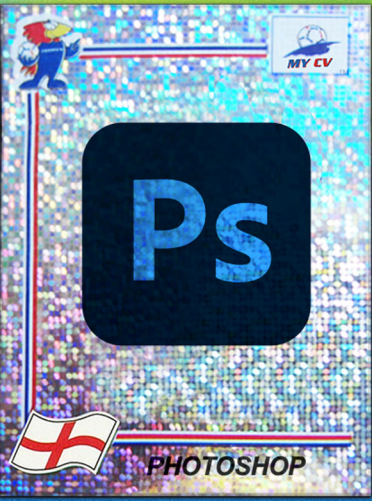
BRIEF

Taking inspiration from hitchcock's "The Birds", create an exhibit Featuring:

PRINT ASPECTS 1
DIGITAL ASPECTS . . . 1
3D OBJECTS 1



GOOGLE STREETVIEW



PHOTOSHOP

I took 360° photos on the google streetview app and exported them to a 2D state. I then used Photoshop to incorporate scenes of destruction and natural disaster into familiar areas of Winchester and re-exported the files to 360° format, placing the viewer in the centre of the chaos



WSA IN RUINS PRINTOUT



TIDAL WAVE STREET VIEW IMAGE



STREET IN RUINS PRINTOUT



EARTHQUAKE STREET VIEW IMAGE

These 40 x 40cm prints served as shock images to entice the viewer into approaching the exhibit. I used the School campus itself to maximise the impact

Using the same technique of comping-in disaster photos, I manipulated 360° images I took of Winchester Cathedral and the City Centre. The challenge differed in that I had to take into account the warping that occurs in a flat layout of a 360° image

11 FOOTBALL STORIES



For much of the design and production of this project, I used more traditional and analogue methods of stamp carving and Riso print production



FORMAT

A series of outcomes intended for an exhibition, with elements of audience participation and workshops.

YEAR AÑO
ANNÉE JAHR
ANNO ANNO

2

OUTCOMES

STICKERBOOKS 1
STICKERS 11
COMIC 1
CLAY STATUE 1



ANTONIO VALENCIA

Rose from the streets of Ecuador to become the captain one of the biggest football clubs in the world, Manchester United



KAKÁ

Overcame a broken neck as a teenager to become World Footballer of the year in 2005



BERT TRAUTMANN

Former Nazi paratrooper, rebuilt a career in England, broke his neck in the 1958 FA Cup final and heroically played on



PAK DOO-IK

North Korean footballer who scored the goal in one of the biggest World Cup shocks of all time, as they beat Italy 1-0



MARTA

Has dominated the women's game for a decade and paved the way for women's professional football



DAVIDE ASTORI

Tragically died of a suspected heart attack in 2018, aged 31



ANDRÉS ESCOBAR

Murdered by the Colombian cartel for scoring an own goal at the 1994 World Cup



WALTER TULL

One of the first Black professional footballers and the first Black officer in the British Military



JUSTIN FASHANU

The first openly gay professional footballer



DIDIER DROGBA

An African football icon, who's efforts in peacemaking helped put a stop to the Ivorian civil war in 2006



GEORGE WEAH

First African world Footballer of the Year, now the President of his home nation, Liberia



BRIEF

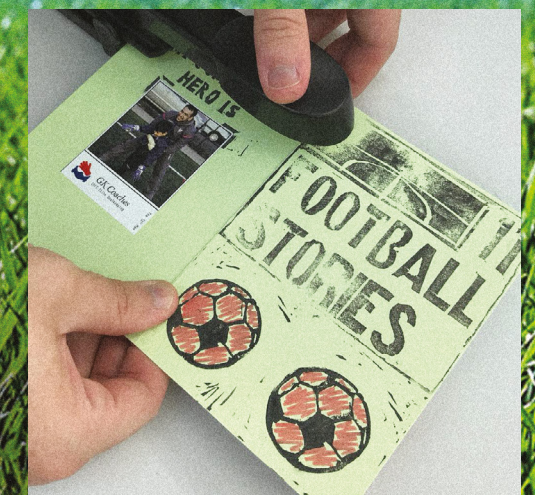
An extensive look at football, intended for the non-football fan.

My aim was to focus on the reasons why football has such resonance among its billions of fans – beyond the game itself.

The fans, the heritage, the impact on the community and, most importantly, the stories of the people beyond their numbered shirts.

I selected 11 players whose stories go far beyond their achievements in football, there are tragedies, overcoming of adversity, pioneers & trailblazers.

Exhibited in a portrait style, with an accompanying publication in a recognisable sticker album format, but intended for an artists' eye.



2010 - 2019

PERSONAL WORK

FORMAT

My personal work reflects an obsession with photoshop. Utilising textures, pixellation and grains to create re-hashes as authentic-looking as possible

The main purpose is often simply to amuse friends and relatives, but they make for great birthday cards and tributes too.

The projects often tie in with something topical around the world at the time.

PROJECTS

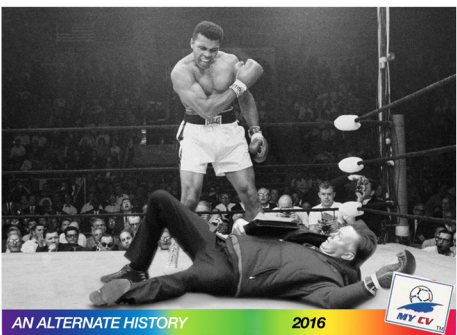
STAR WARS	1
ALBUMS	11
EURO 2016	1
WORLD CUP LEGENDS	13



To celebrate the 2018 World Cup, I produced a series of edits combining friends with the Panini stickers of World Cup legends throughout the years



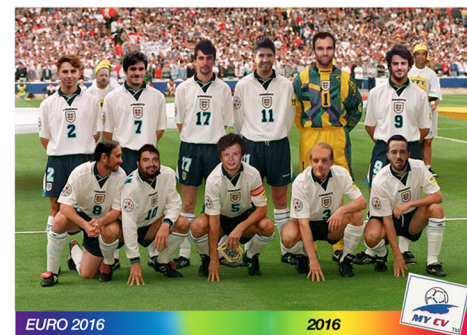
A full England squad photo is becoming a tradition of mine. For 2018 I commemorated 20 years since France 98, using the visual language of the '98 Panini stickers



As part of my ongoing "alternate history" collection, I marked Luis Van Gaal's classic 'simulation' moment by changing the course of history forever



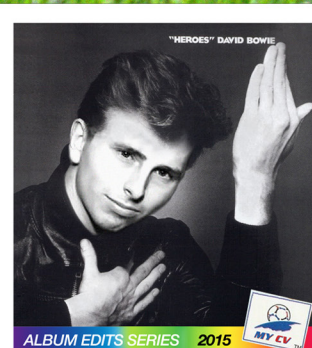
This collage combines Man United players & coaches from various stages of the Premier League era to form an "ultimate" squad - created for my brother's birthday



Euro 2016 marked the 20 year anniversary of Euro '96 - a tournament that is part of folklore for my generation. I continued my trend of editing in the whole group



Another birthday card for my brother, which shows him entertaining his heroes at a 50s party



David Bowie's "Heroes" getting the comp treatment as part of my album series

2018 - 2019 ANIMATION

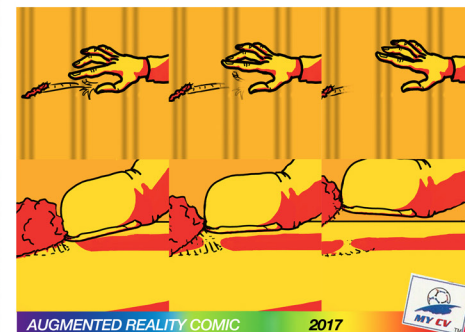
FORMAT

Motion Graphics, GIFs, Digital Animation

I like to vary the application of my animated work, looking to the possibilities of GIFs in place of still image and AR to enhance traditional print format.

BRIEFS

AR COMIC	2017
RSA SUBMISSION	2018
FMP	2019



A traditional comic with a digital twist



By using the HP reveal AR app, I was able to transform each panel from still image to moving animation - with the user's phone



FRAME FROM "LIVING & DYING WELL" 2019



FRAME FROM "LIVING & DYING WELL" 2019



HERO IMAGE FOR RSA SUBMISSION 2019

A kraft-paper style animation to accompany an audio monologue for the NHS, in conjunction with the 2019 RSA awards, entitled "The Cards You're Dealt"



"AMERICAN COMATOSE IN OXFORD" 2019



"AN AMERICAN COMATOSE IN OXFORD" 2019



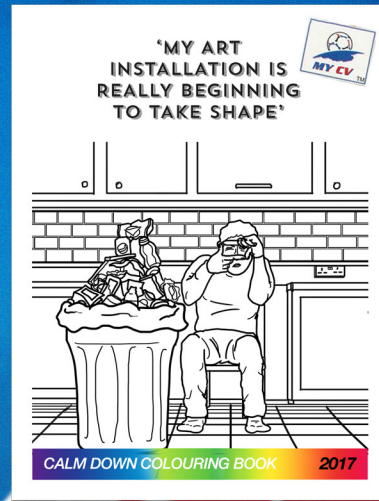
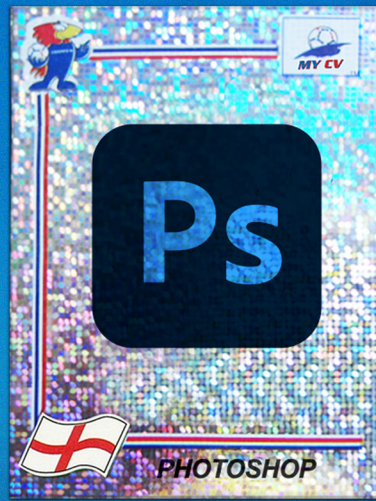
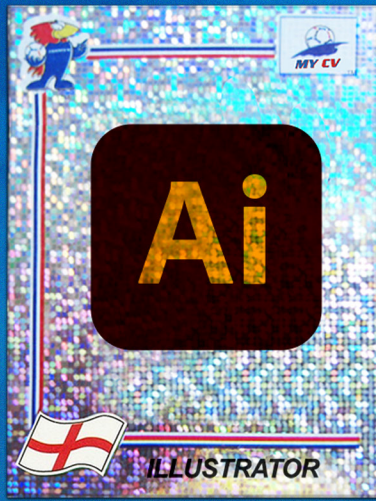
"AN AMERICAN COMATOSE IN OXFORD" 2019

My University final major project is an animated sitcom titled "An American Comatose in Oxford" the story of an American who falls into a 17-year coma and wakes up as a British Citizen

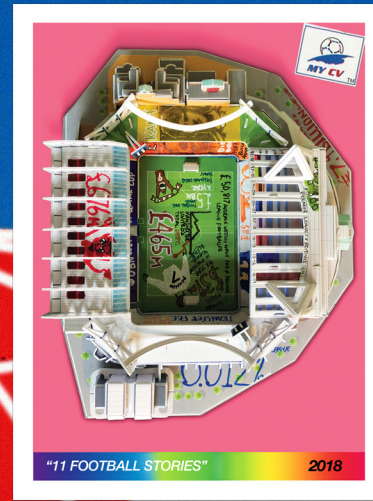
A look into perceived cultural differences, the startling technological advancement of the last 20 years & the hypocrisy between generations, set in a satirical Britain

The project is ongoing and I will be pursuing it past my education

ILLUSTRATION



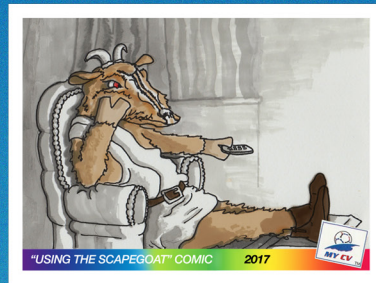
Comedy colouring book aimed at parents of teenagers and teenagers with parents; providing a simple explanation for the unexplainable



Stadium "built on money" as part of my 11 Football Stories exhibition. Featuring the shocking financial figures involved in football



Oil pastel album covers for the record collections game, giving classic albums an animalistic twist, with shameless use of punnery



As part of a live brief for Anorak children's magazine, I produced this info/ game spread about collections & collecting. I focused on what to look for when valuing a vinyl record, taking influences from 60s psychedelia and re-imaginings of classic albums with a twist



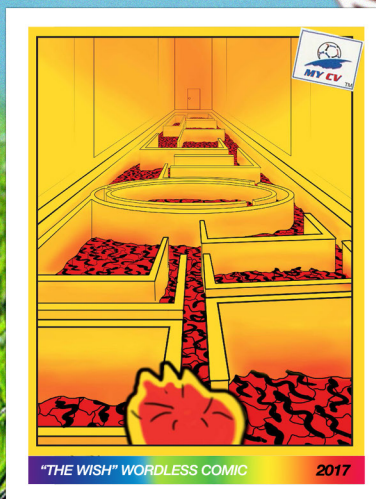
The accompanying collections guide is hosted by my character, Herschel the Hippy-Potamus



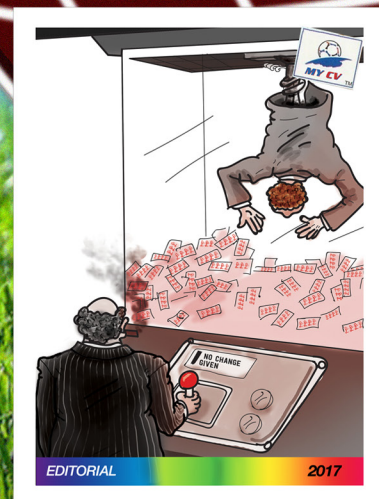
1-3

OUTCOMES

ANIMATIONS	2
BOOKS	2
COMICS	3
EDITORIAL	2



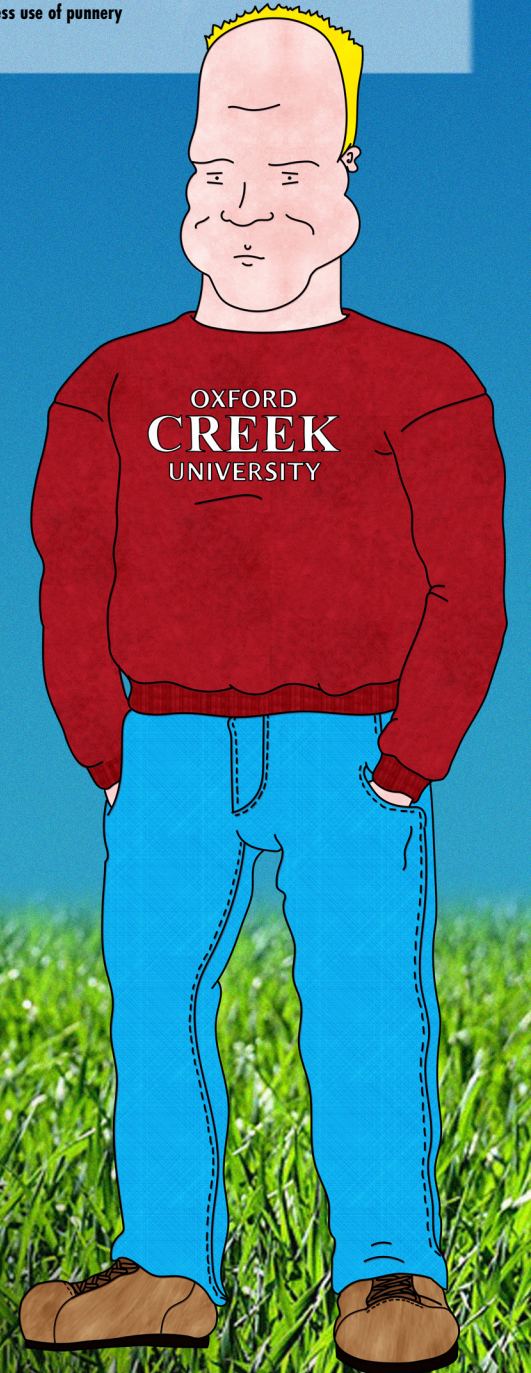
Panel from my wordless augmented reality comic, The Wish



Editorial Illustration concept for a year 2 project



A fold out comic detailing the journey of Ecuadorian professional footballer, Antonio Valencia, from the streets of Nueva Loja, to the hallowed turf of Man Utd's Old Trafford. A 2-colour reversible comic on yellow paper, in the colours of the Ecuadorian flag



Artwork for my final major project, animated show "An American Comatose in Oxford"