

# BENJAMIN FARBER

Brooklyn, NY • benjamin.farber@gmail.com • 718.872.8392 • inkase.carbonmade.com  
www.linkedin.com/in/benfarber



## Senior Graphic Designer & Visual Storyteller

15+ years of industry experience within internal creative groups and brand consultancies. Possess a diverse skillset from concept and brand development to print production — with a proven track record of developing strong client and vendor relationships and managing projects from inception to completion. Currently focused on designing marketing collateral for financial services and B2B sectors. Known as a visual storyteller with an appreciation of conceptual challenges, and a passion for design.

## CORE COMPETENCIES

- Art Direction
- Corporate Identity
- Branding
- Multi-platform Marketing
- Vendor Management
- Information Design
- Typography

## CURRENT EXPERIENCE

**Blackstone** • New York, NY Senior Graphic Designer • August 2017 – Present

I am a lead Graphic Designer in the Global Corporate Services group, working primarily with Private Wealth Solutions, Public Affairs and Real Estate — for which I design multi-platform marketing collateral, social media artifacts and infographics. I work closely with business groups and colleagues, self managing project plans.

## CONSULTING

I actively worked for various fortune 500 firms for over four years. My primary roles were as an Art Director or Senior Graphic Designer, where I executed on cross platform brand development projects. I was tasked with designing marketing collateral and visual assets for social media and internal platforms which often involved complex infographics and data visualization. I collaborated closely with Senior Managers, Product Development Leads and Strategists. At S&P I designed and produced a large thought leadership publication, which was featured at the 2015 Paris Climate Change Conference.

- J.P. Morgan Chase** • May – August 2017
- Oppenheimer Funds** • June 2015 – August 2015
- AT&T AdWorks** • January – June 2017
- J.P. Morgan (CIB)** • January 2015 – June 2015
- Debevoise & Plimpton** • November – December 2016
- TIAA** • October 2014 – December 2014
- S&P Global Ratings** • October 2015 – November 2016
- Neuberger Berman** • May 2014 – October 2014

## ADDITIONAL EXPERIENCE

**BNY Mellon** • New York, NY Senior Graphic Designer • February 2010 – January 2014

- Developed and led branded multi-channel marketing collateral projects for many lines of business, managing projects holistically with direct client rapport.
- Implemented the rollout of marketing materials within new branding guidelines as an integral member of Corporate Marketing.
- Liaised with the Associate Creative Director to coordinate and manage departmental workflow.

**MJHS** • Brooklyn, NY Senior Graphic Designer • October 2009 – February 2010

- Developed, Designed and produced, two member magazines with a circulation of 50,000.
- Conceived, created and produced marketing initiatives and internal employee engagement communications for the MJHS Foundation.

**Bank of New York Mellon** • New York, NY Graphic Design Consultant • May 2009 – October 2009

- Designed and produced marketing collateral including brochures, for numerous business lines; I implemented brand guidelines.

**Wolff Olins** • New York, NY Freelance Production Designer • July 2008 – September 2008

- Designed an array of external business development projects, including print collateral, case studies, presentation boards, as well as retouched photography; these projects were essential to pitching and winning clients including Pitney Bowes, WaMu, Target, Project RED and Living Proof.

Live. Work. Play.

