BENJAMIN FARBER

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Senior Graphic Designer and Visual Storyteller

With over 15 years of experience in the creative industry, I am an accomplished Art Director who has honed an agile skill-set working within both internal creative groups and brand consultancies. I possess versatile creative experiences, breathing life into brands through thoughtfully executed multi-platform initiatives. Known for transforming complex ideas into compelling visual narratives and building memorable brand experiences. Passionate about crafting design solutions that connect, engage, and inspire.

CREATIVE TOOLKIT

- Visual Storytelling and Narrative Design
- Strategic Design Thinking
- Information Design
- Presentation Decks & Bid Proposals
- Creative & Team Leadership
- Typography & Layout Mastery

CAREER HIGHLIGHTS

FINANCIAL & INVESTMENT SECTOR

- Lazard Asset Management (2023–2024)
- S&P Global Ratings (2015–2016)
- Neuberger Berman (2014)
- Blackstone (2017–2023)
- Oppenheimer Funds (2015)
- BNY Mellon (2010–2014)
- J.P. Morgan Chase (Multiple engagements: 2015, 2017)
- TIAA (2014)
- Morgan Stanley (2007–2008)

MEDIA & TECHNOLOGY

- AT&T AdWorks (2015)
- Panasonic (2005–2006)
- The Wall Street Journal (2007)

DESIGN & ARCHITECTURE

- Wolff Olins – Brand Consultancy (2008)
- Gruzen Sampton Architects (2007)
- Hunter Douglas Contract (2003–2005)

KEY ACHIEVEMENTS

BRAND EVOLUTION EXPERTISE

- Lazard Asset Management: Collaborated on a brand transformation initiatives, creating fresh visual systems that elevated market presence
- Morgan Stanley: Crafted sophisticated marketing materials that spoke directly to high-net-worth audiences
- Oppenheimer Funds: Developed dynamic social media visuals and infographics that simplified complex financial concepts

CREATIVE PROBLEM SOLVER

- S&P Global Ratings: Led the creation of thought leadership publications that drove significant audience engagement
- AT&T AdWorks: Designed intuitive user interfaces and information systems for digital platforms
- J.P. Morgan: Built comprehensive marketing toolkits that empowered global teams

INNOVATIVE VISUAL STORYTELLER

- Morgan Stanley: Conceptualized and executed the Richard B. Fischer Memorial installation for Morgan Stanley's Sydney office
- Blackstone: Transformed complex data into compelling visual stories that increased engagement
- Hunter Douglas Contract: Redesigned suite of marketing materials resulting in 25% business growth

TECHNICAL SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop) • Digital Design Tools (Adobe XD, Figma) • Microsoft Office Suite • Canva

EDUCATION

School of Visual Arts (2014 & 2023) • Continuing Education • New York, NY • Completed a 12 week brand development course which focused on an original retail concept. Developed an app using fundamental skills of UX.

Parsons School of Design (2010–2011) • Continuing Education • New York, NY • web design

Rhode Island School of Design (1991–1995) • BFA in Graphic Design • Providence, RI • Studies focused on: Typography, Visual Systems, Design History, Exhibit Design, Color Theory

Live. Work. Play.