

Benjamin Hasson

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LINKEDIN — linkedin.com/in/benhasson-design / LANGUAGES — English (native), Spanish (fluent)

EDUCATION — Bachelor of Fine Arts, Design Program / University of Texas at Austin, Magna Cum Laude, 2009

EXPERIENCE

Freelance Designer — Jan. 2023 – Present — Austin, TX

- To celebrate and reflect on over 13 years in the design industry, I took a sabbatical from working for the first half of 2023.
- Following that, I've been designing for various agencies and individual clients, including Bumble, Wells Fargo, and Johns Hopkins University.

Forefront Networks — Art Director, Feb. 2020 – Dec. 2022 — Austin, TX

Forefront Networks is an experiential agency that operates a diverse portfolio of live, virtual, and hybrid events. In this role, I:

- Established live event moods, concepts and design guidelines, often refreshing identities, websites and landing pages, print and digital advertisements, sponsorship and marketing materials, merchandise, wayfinding and signage.
- Designed two new identities for their luxury music-insider experiences in Napa Valley, CA, and Beaver Creek, CO, and modernized another two festival brands, successfully expanding that model in a new geographic region.
- Strategized and executed various branding activations, producing any assets required from pitch to final build, overseeing print projects through to commercial printing, ensuring client brand uniformity and all deadlines were met.
- Crafted entire suites of revenue-generating products, including invites, flyers, packaging, and backdrops for remote-friendly, corporate celebrations, leading to a “best collaborator” award for two consecutive years.
- Refreshed the website, marketing assets, sales decks, signage system and other core aspects of Austin's longest running holiday theme park, the Austin Trail of Lights, which hosts over 350,000 guests per season.
- Led the effort of testing, teaching and implementing new task management software after migrating to a new productivity platform (MS Teams), while restructuring the filing architecture, making Forefront more efficient at scale.

The Texas Tribune — Art Director, Sept. 2014 – Jan. 2020 / Senior Designer, Aug. 2010 – Sept. 2014 — Austin, TX

The Texas Tribune, which launched in 2009, is the original non-profit, member-supported, digital-first, nonpartisan media organization. During my nine-year tenure, my primary focus was the art direction, branding and front-end design of all Tribune products. I also:

- Acted as lead product designer during the website overhaul, resulting in a fully restyled and responsive site, able to load nearly 75% faster, collect more data for heightened metrics and revenue reporting, while also correcting faulty features such as previously ineffectual sitewide search results.
- Collaborated with engineering to assemble the accompanying design system, further ensuring layout and brand consistency across any new stories, pages or sections, while also enhancing the back end UX and UI of the Tribune's Content Management System (CMS), allowing reporters to write and launch more content with less friction, while also adding custom features when desired.
- Collaborated with reporters and the data visuals team to art direct numerous editorial series and data projects, 14 of which went on to win various journalism awards.
- Took point designing (and annually refreshing) nearly every facet of the Tribune's annual political festival, which in a nine year span, grew from a few hundred visitors to over 4,000 spread across a dozen venues in downtown Austin.
- Designed fundraising campaigns, including the biannual member drive, which raised upwards of \$70K each cycle.
- Illustrated and art directed story art and infographics for special series and projects, some of which went on to appear in other publications like The New York Times.

RMM Online Advertising — Graphic Designer, Dec. 2009 – Aug. 2010 — Austin, TX

Red McCombs Media (RMM), now LIN Digital, was a marketing and technology firm whose clients are marketers and agencies. In this role, I:

- Produced and animated digital campaign ads and designed website concepts for clients, while learning tools and coding required for branding, web design, and digital animation.
- Spearheaded RMM's own brand redesign, building their new corporate identity.

SKILLS — Art Direction, Branding & Identity Design, Experiential Design, Digital & Front End Web Design, UX & UI, Print Design & Production, Typography, Color Theory, Illustration, Concept Generation & Development, Storyboarding, Basic Animation, Strategy, Problem Solving / TECHNOLOGY — Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), After Effects, Figma & Sketch, HTML & CSS, Google Workspace, Microsoft Office