

# BEN JAY WARMAN (BA)

## MULTIMEDIA DESIGNER

a. 3 Brookfield Gosforth Newcastle NE3 4YB  
e. Ben@Lab4Designs.com  
t. 07515 256 669

### PROFILE

I am a creative and enthusiastic person with a strong passion for innovative design. Having achieved a BA(hons) in Multimedia Design, I have built up a wide range of skills and knowledge to support my natural aptitude for creativity, meaning I can complete a variety of briefs to a very high standard. Being totally committed with the ability to understand even the most complex brief, I am always able to deliver exactly what the client is looking for, in the shortest possible time. Working for my own company has further developed my communication skills; whether I am meeting with clients face-to-face or discussing orders with manufacturers and buyers over the phone or via email, I am able to communicate in a clear and concise manner ensuring a positive outcome for all parties.

### INDUSTRY EXPERIENCE

#### Smuggling Duds Ltd - Newcastle upon Tyne (2006 - Present)

Founder / Creative Director

[www.SmugglingDuds.com](http://www.SmugglingDuds.com)

Smuggling Duds is a unique underwear brand with the USP of a US and EU Design Patented hidden pocket to keep your small valuables safe while travelling or just wanting to be vigilant. I selected high profile sports influencers to target the Action Sports and Mixed Martial Arts markets to increase exposure. They are now available worldwide through our website and Amazon Prime.

- International design registration of innovative product
- Designed, manufactured and brought the product to market
- Planning photo shoots for new product designs and launch, including selecting models and managing a small team
- Handling all creative, design and marketing aspects including Google and Amazon PPC
- Working and communicating with other designers, manufacturers, buyers, models and press
- Maintaining a high level of customer service and dealing with enquiries
- Processing orders through various channels such as; main company website, Amazon, eBay, Etsy and Fruugo



#### Lab4 Designs - Newcastle upon Tyne (2006 - Present)

Freelance Design Work

[www.Lab4Designs.com](http://www.Lab4Designs.com)

Through Lab4 Designs I have worked with a variety of clients, adapting my skills and style to meet the requirements of the brief. It's important to take time to understand the needs of the business I am working with and what they would like to achieve with the requested design work. I am a competent user of the Adobe Creative Suite with firm attention to detail and accuracy.

- Branding and Corporate Identity
- Graphic Design
- Web Design
- Social Media Management
- Advertising Campaigns
- Photo Shoots and Video Production
- Google AdWord Campaigns
- Planning timelines whilst working closely with clients & colleagues to enable the completion of work to meet deadlines
- Creation and presentation of work for clients and answering any questions or queries
- Strong understanding of Google Analytics to monitor site visitors, bounce rates and visitor channels
- Good understanding of Search Engine Optimisation



#### Tac Design - Newcastle upon Tyne (2009 - Present)

Freelance Work

[www.Tac-Design.com](http://www.Tac-Design.com)

- Logo Design and Branding
- Design for Print
- Web Design

#### Consult and Design - Sunderland (2006 - Present)

Freelance Work

[www.ConsultAndDesign.com](http://www.ConsultAndDesign.com)

- Graphic Design
- Frontend Web Design

## EDUCATION

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### 2006 - Northumbria University - Newcastle upon Tyne

Multimedia Design BA (hons)

- 2:1



**Northumbria  
University**  
NEWCASTLE

### 2003 - Newcastle College - Newcastle upon Tyne

Foundation Studies (Art and Design)

### 2001 - Kings School - Tynemouth

A Levels - Business Studies, Geography & Construction Design Technology

Design in Education Award

- Awarded for high standard of design in my A-level CDT project

### 1999 - Eastcliffe Grammar School - Newcastle upon Tyne

GCSE's - Art, Business Studies, Drama & Theatre Arts, Mathematics, English, Geography and Double Science

## SKILLS

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- Web Design
- Graphic Design
- Corporate Identity, Logos and Branding
- Merchandise Design
- Viral Marketing and Advertising
- Social Media Management and Marketing
- Typography and Layout
- Concept Visualisation and Storyboarding
- Information Architecture
- Photo Editing
- Video Editing
- Sound Design and Editing

### Programs

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere
- Dreamweaver
- Acid
- Microsoft Office

## CONTINUED PROFESSIONAL DEVELOPMENT

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Mediaworks & York St John Uni - Digital Marketing Short Course

Udemy - Facebook Marketing Masterclass

Udemy - 2022 Elite Course In Google Ads - Profit for Success Online

NBSL - Making the most of Google Ads Masterclass

NBSL - Search Engine Optimisation Masterclass

NBSL - Getting to grips with LinkedIn Masterclass

NBSL - Getting to grips with Instagram Masterclass

Design Network North - Northern Clothing & Textile Network

Design Network North - Clothing and Textiles in the North

Newcastle Start Up Week



## REFERENCES

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### **Consult and Design (2006 - Present)**

*"We've had the pleasure of having Ben work on a number of projects over the years and he's always delivered a high standard of work on time, I would definitely recommend him for any creative project from graphic to web design."*

Adam Hill (Director)

[adam@consultanddesign.com](mailto:adam@consultanddesign.com)

07850 404 192

### **Tac Design (2009 - Present)**

*"Ben is very easy to work with and has really grasps exactly what we've been looking for every time we commission him! He's always enthusiastic and fully committed from the start of a job to completion."*

James Carroll (Director)

[james@tac-design.co.uk](mailto:james@tac-design.co.uk)

07976 919 928



Linkedin Profile - [www.Linkedin.com/in/BenWarman](http://www.Linkedin.com/in/BenWarman)

