

BENJ ZELLER

Designer | Art Director

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EXPERIENCE

INDUSTRY — Senior Designer

January 2024 - Current

While I've not been at INDUSTRY long, I've already had the opportunity to work on a wide array of projects and clients, ranging from a two-day installation build with Converse for the NBA all-star weekend in Indianapolis, to production design on Almave, a non-alcoholic tequila brand. The role has especially sharpened my graphic design chops, as well as my storyboarding ability.

Happylucky — Senior Designer

July 2022 - April 2023

Happylucky is a queer-owned agency with a focus on value-driven storytelling. I am especially thankful I was allowed to continue growing my art direction and world-building skills during my time here. I was the art director for Dr. Marten's 2022-23 "Dr. Marten's Presents" series, both for pre-and post-production and during the live content captures. Other projects ranged from large brand experiences to mural design. I also focused on growing my leadership skills, which included mentoring several of our Junior Designers, delegating tasks, and providing concise and thoughtful feedback. Clients included Dr. Martens, Adidas, Penguin Random House, and the Happylucky brand.

Adidas | Studio A — Designer

August 2021 - March 2022

Studio A is Adidas's internal digital agency. While working here, I spent most of my time on the Originals + Style team. The role was a blend of digital production design and concepting/executing shoots for various clothing collections and products. In this role, I could lean into my passion for art direction and storytelling through fashion.

Instrument — Designer

May 2020 - August 2021

I designed for a variety of digital formats, including website, social, paid and owned media, and broadcast. The scope of work was also highly varied, ranging from UX/UI design to concepting global campaigns. Clients included Nike, Samsung, and Sonos.

Conscious Minds — Junior Art Director

September 2019 - February 2020

I worked to concept, pitch, and create athlete stories for @Nike socials (Instagram, YouTube, IGTV). I designed GIFS, presentation decks, animations, and Instagram story cards and spent a lot of time creatively applying brand VC to projects. Clients included Nike and Patreon.

>> References furnished upon request

EDUCATION

M.S. Advertising and Brand
Responsibility
University of Oregon
2018-2019

B.S. General Science
University of Oregon
2014-2018

SKILLS

Illustration
Styling
Team leadership
Storyboarding
Textile design
Experiential design
Retouching
Production Design
Animation
Deck design
Fine Art

TOOLKIT

Photoshop
Illustrator
InDesign
Procreate
Figma
Sketchup
Storyboard Pro
DALL-E 2
Keynote
Powerpoint

PERSONAL INTERESTS

You can often find me chilling in a cafe, sipping a tasty beverage and reading or drawing. I'm also a regular at the Portland Flea Market and know some of the best vintage spots in town. At least one night a week you'll find me playing rec league volleyball with the buds.