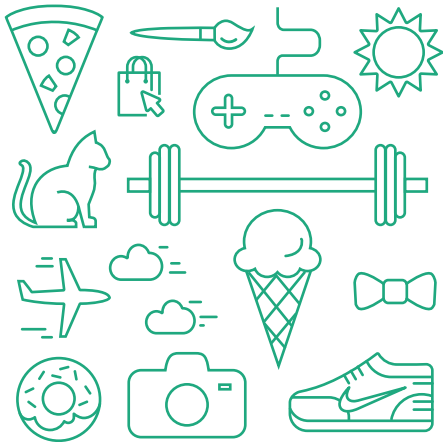


BEN AZARRAGA

HI THERE,
I'M BEN!

ABOUT ME



SKILLS

SOCIAL & DIGITAL	PHOTOSHOP
360 CAMPAIGNS	ILLUSTRATOR
WEB DESIGN	ADOBE XD
UX/UI	FIGMA
WORDPRESS	
BANNER ADS	
PHOTOSHOOTS	
PRINT COLLATERAL	
VIDEO STORYBOARDS	

CLIENT EXPERIENCE



EXPERIENCE

WEEDMAPS

SR. ART DIRECTOR

2023 - 2024

Led the creation of digital and print collateral for various platforms including social media, paid media, print advertising, and brand campaigns. Collaborated with all departments to execute creative deliverables. Developed strategic B2B and B2C collateral. Additionally, managed a team of designers, providing direction and constructive feedback.

CURALEAF

SR. ART DIRECTOR

2020 - 2023

Developed digital and print collateral for Curaleaf and its subsidiary brands, Select and Grassroots. Responsible for the creation of brand books and led the concept and execution of multiple creative campaigns including holiday initiatives and product launches. Collaborated diligently with various regional and state teams to ensure all artwork and concepts adhered to state compliance requirements.

RSVD

DESIGN/UX LEAD

2018 - 2021

As a founding member of the company, I was instrumental in brand development, product design, and fulfilling various design requirements. Upon establishing the brand, I led a team of designers to execute campaigns, develop strategic presentations, and enhance the user experience. Our company was successfully acquired in 2021.

AVATARLABS

SR. ART DIRECTOR

2018 - 2020

Conceptualized and developed social and digital campaigns for top-tier clients, encompassing static and video content as well as comprehensive 360 campaigns. Additionally, I contributed to web design, UX/UI, and the creation of immersive digital experiences.

THEMARKETINGARM

SR. ART DIRECTOR

2016 - 2018

AR DIRECTOR

2015 - 2016

SR. GRAPHIC DESIGNER

2014 - 2015

GRAPHIC DESIGNER

2012 - 2014

Collaborated with multiple clients on retainer to produce consistent social and digital content. Conceptualized and developed quarterly campaigns. Additionally, I participated in pitching new business, working alongside the creative team and other departments to formulate strategic ideas.

COUNTERINTUITY

WEB & GRAPHIC DESIGNER

2007 - 2012

EDUCATION

CALIFORNIA STATE UNIVERSITY OF LONG BEACH (2007)

Bachelors of Arts, Studio Art (Emphasis in Graphic Design)

ART DIRECTOR | DIGITAL, PRINT, UX/UI