

BEN THOMAS

PRODUCT DESIGNER | GRAPHIC DESIGNER

INFORMATION

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- (571) 420-9918
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EDUCATION

University of Kentucky

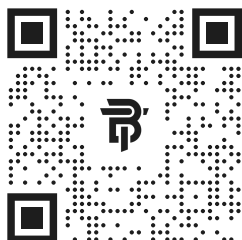
- B.S. in Digital Media Design
- B.S. in Integrated Strategic Communication

SKILLS

- Digital and Print Branding
- Layout and Composition
- Information Architecture
- Social Media
- Prototyping and Wireframing
- User Research and Testing
- Creative Problem Solving
- Communications
- Time Management

SOFTWARE

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Figma
- HTML / CSS
- Microsoft Suite
- Proficient on Mac and PC



EXPERIENCE

Product Designer

Kentucky Education and Labor Cabinet | *Feb. 2024 – Present*

- Developed wireframes and prototypes to simulate user-friendly experiences and test design concepts across web and mobile applications.
- Defined, designed, and implemented user flows and interactive elements to enhance user engagement and experience.
- Conducted user interviews to gather insights, user needs, behaviors, and pain points and generate user personas that represent different user types.

Graphic Designer

Alltech Inc. | *July 2023 – Feb. 2024*

- Designed and implemented branding strategies for Alltech's family of brands resulting in a 30% increase in brand recognition and customer engagement.
- Collaborated with Marketing, Project Management, and Development teams to design digital and print advertisements, packaging, presentations, and more.
- Managed multiple projects simultaneously while ensuring a high standard of quality and meeting all deadlines across cross-functional teams.

Graphic Designer

University of Kentucky | *Nov. 2021 – July 2023*

- Developed brand image and identity through social media graphics, web banners, digital signage, newsletters, flyers, magazines, and more.
- Produced high-impact digital and print marketing materials that increased engagement across all platforms by 32% while adhering to brand guidelines and tight deadlines.
- Organized, created, and finalized design projects, including website graphics, landing pages, event promotions, large-format graphics, and more while working efficiently within a team setting.

Marketing Intern

OmniLife Health. | *May 2022 – Aug. 2022*

- Developed and executed marketing events including conference booth graphics, contests, and giveaways that increased customer and website traffic.
- Created and maintained tracking reports of digital and traditional marketing efforts providing insights into effective strategies.
- Coordinated and improved marketing initiatives by reviewing and analyzing datasets, implementing marketing changes, and bolstering brand awareness.