

## Personal Information

Discourse ID: [@Brazy](#)

Twitter: <https://twitter.com/BrazyNFT>

Country of Residence: Canada

## Educational Background:

Langara College 2007 - Electronic Media Design Diploma

## Professional Background and Relevant Experience:

Ben Wadolowski Design + Brand

Vancouver Canada

Creative Director / Graphic Designer

Feb 2008 - Present

Colony Digital

Vancouver Canada

Creative Director, Partner

Oct 2017 - 2022

## Nomination Statement:

GM ApeCoin DAO,

I'm Ben (aka Brazy in Web3 land).

I have been a professional Graphic Designer and Creative Director my entire adult life (college grad '07), and passionate Web3 and ApeCoin DAO member since my rebirth in 2022.

In 2017, I co-founded a full service digital agency here in Vancouver, Canada and helped grow the company to 33 employees. My role as Creative Director was to lead anything and everything brand + design related; be it our own internal brand, global brands (that we're all familiar with), or startup brands that came to us with little more than an idea. We did it all, branding, web, photography, videography, social media, digital marketing - you name it.

In 2022, I discovered the wild world of Web3 and never turned back to the office life. Taking my Web2 background, I've bridged knowledge with passion for the past 2 years and have been working closely with the DAO and the Web3 community at large.

To date, I've co-authored three approved AIPs, lead the creative on the Forever Apes projects (with two successful MBA licenses), recently started with the Apes+ team as Brand Director, and have worked with the MarComms Stewards on developing the first iteration of the ApeCoin brand bible.

I would love to bring my lifetime of experience to the DAO, inject some culture, and help push the needle of ApeCoin - a brand that I believe has limitless potential, and a brand that we collectively want to see thrive.

Enough talking - you can check out some of my past work at [www.wadolowski.com](http://www.wadolowski.com)

## Motivation, Vision & Goals:

The DAO gives us all a unique opportunity to combine our talents with our passions. Coming from the dog-eat-dog agency world, Web3 offers a unique feeling of both camaraderie and community. One team one dream. You'll see that sales pitch a lot in the corporate world, but I truly do believe that is where Web3 is different.

My leadership role in the agency world gave me all the IRL experience to know how to work closely with a team while highlighting the skills and strengths of others to get the most from the team.

The passion within the DAO is obvious, and I'd love nothing more than to contribute to the existing team with whom I'm already very close, continue pushing the needle, and take this to the next level. Rather than outsource and onboard a traditional Web2 agency, I truly believe that our brand and marketing can be built from within by passionate stewards and

talented community members.

## Values & Commitment:

My values in my professional career have always centered around creativity, collaboration, and innovation. Working in a creative space, you'll quickly learn that your entire job is to reinvent the wheel - whether working in an industry as innovative as Web3, or something as traditional as legal or construction.

The sense of pride in launching a new client project is great, but going into a project that has a specified beginning and end date it can kill excitement and passion for the long term.

With ApeCoin, I see it as a long-term brand to be nurtured, a brand that has an entire family and community raising it. Rather than a beginning and end date, we will cycle through stages and cycles of its growth, and this is just the beginning.

## Concluding Statement:

I have been a member and contributor to the DAO since its inception. I've worked behind the scenes on building out the first iteration of the brand bible for ApeCoin alongside the MarComms Stewards, and my Web2 knowledge and skillset in combination with my Web3 passion are the perfect mix to help push the ApeCoin brand forward to the next level.

I have a strong background in branding, design, and creative direction which I'd love to bring to the ApeCoin team and continue building the brand from the inside out. With so many partnerships on the horizon, the time is now to make sure that we stand strongly on our own as a brand, and are much more beyond a token.

Really appreciate the opportunity and what has been done up to this point!

Excuse any odd spellings - I'm Canadian.

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