



BENJAMIN RUEHL

Visual Storyteller

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SKILLS

Design

UI/UX

Typography

Color Theory

Brand Identity

Video Editing

Copywriting

Creative Process

Layout & Composition

Software

Figma

WordPress

HTML & CSS

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere

Google Applications

Microsoft Word & PowerPoint

EXTRA-CURRICULARS

Sports Section Head

JWU Campus Herald

Sep. 2024-Present

Principal Orchestra

P-TECH/Norwalk High School

Violinist

Aug. 2021-Jun. 2023

EDUCATION

Johnson & Wales University

Providence, RI

Bachelor of Science, Graphic Design

Focus in Web & UI/UX Design

Dean's List, 4.0 GPA

Expected Dec. 2025

Norwalk Community College

Norwalk, CT

Associates in Applied Science, Web Development

May 2023

DESIGN EXPERIENCE

The Flatiron Works

Freelance Graphic Designer, May 2025-Present

- Craft flyer and ad collateral reflecting the outsourcing client's updated branding, tone, and messaging.
- Maintain flexibility and adaptability when discussing and modifying design layouts in response to client recommendations.
- Analyze e-commerce platforms to calculate upfront costs, ad spending, and profit margins to determine ideal sticker pricing for a t-shirt business.

Creative Insight

Writer, Creative Lead & UI/UX Designer, Jan. 2024-Present

- Conceptualize and execute a brand showcasing skills and expertise in critiquing and analyzing movies, television shows, and video games.
- Analyze popular entertainment media outlets and critics to craft effective website and publication design.
- Market its content via social media (YouTube, Instagram, X, etc.).

JWU ADTEAM, National Student Advertising Competition

Providence, RI

Presenter & Creative Designer, Jan. 2025-Jun. 2025

- One of eight finalists and finished fifth overall of 92 teams.
- Worked with members across creative, media, and strategy teams to create an ad campaign making Gen Z crave AT&T.
- Edited the campaign's plans book cover, three of its ad spots, and an anthem spot capturing the team's strategy and insights.
- Communicated team's strategy and creative executions with other presenters to NSAC judges.

OTHER EXPERIENCE

Human Resources Intern

IBM

Armonk, NY

Jun. 2023-Aug. 2023