



BENJAMIN RUEHL

VISUAL STORYTELLER

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SKILLS

UI/UX
Typography
Copywriting
Video Editing
Color Theory
Brand Identity
Creative Process
Competitor Analysis
Project Management
Layout & Composition
Cross-team Collaboration
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Adobe Photoshop
Google Applications
Microsoft 365
Figma

INTERESTS

Motorsports
Creative Writing
Film & Video Game (Criticism)

ORGANIZATIONS

Campus Herald
Johnson & Wales University
Sports/Ent. Section Head
Sep. 2024–Dec. 2025

EDUCATION

Johnson & Wales University
Bachelor of Science, Graphic Design
Dean's List (4.0 GPA)

Providence, RI
Dec. 2025

Norwalk Community College
Associates in Applied Science, Web Development

Norwalk, CT
May 2023

WORK EXPERIENCE

ParsonsKellogg

East Providence, RI

Graphic Design Intern

Aug. 2025–Dec. 2025

- Discussed growth and development with senior designers to improve Photoshop and Illustrator mockups, vectors, Dropbox file organization, and overall workflow on the client's behalf.
- Consulted brand guidelines and Pantone colors to test for color correction in print production.

The Flatiron Works

Remote

Freelance Graphic Designer

May 2025–Dec. 2025

- Used InDesign to adapt and translate collateral to The Hartford's changes in branding and messaging.
- Communicated timely and effectively when discussing and modifying design layouts.
- Analyze e-commerce platforms to calculate upfront costs, ad spending, and profit margins to determine ideal sticker pricing for a t-shirt business.

National Student Advertising Competition

Presenter & Creative Designer

Jan. 2025–Jun. 2025

Client: AT&T

- District 1 and Lumie Award winners, finishing 5th overall of 92 teams after 3 rounds of competition.
- Helped present a campaign strategy and its insights to NSAC judges that made Gen Z crave AT&T.
- Crafted video advertisements featuring an ad campaign's concepts, insights, and tone of voice.
- Conveyed a creative vision by identifying relevant industry competitors and market trends.

IBM

Armonk, NY

P-TECH Level 1 Intern

Jun. 2023–Aug. 2023

- Worked with interns and project lead to develop strategies for Gen Z recruitment and talent retention, using research and insights from competitors to strengthen our proposal.