



BENJAMIN RUEHL

VISUAL STORYTELLER

📍 Norwalk, Connecticut
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SKILLS

Brand Standards
Creative Process
Layout & Composition
Project Management
Cross-team Collaboration
Competitor Analysis
Public Speaking
Color Theory
Typography
Video Editing
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere
Google Workspace
Microsoft 365
HTML/CSS
Figma

INTERESTS

Creative Writing
Motorsports
Photography

ORGANIZATIONS

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

EDUCATION

Johnson & Wales University **Providence, RI**
Bachelor of Science, Graphic Design (Web Focus) *Dec. 2025*
Dean's List (4.0 GPA)

Norwalk Community College **Norwalk, CT**
Associates in Applied Science, Web Development *May 2023*

WORK EXPERIENCE

ParsonsKellogg **East Providence, RI**
Graphic Design Intern *Aug. 2025–Dec. 2025*

- Worked closely with senior designers to prepare and organize client-requested mockups, imagery, and feedback through Wrike, Photoshop, Illustrator, and Dropbox file management.
- Consulted brand standards and Pantone colors for color correction and error-free print production.

The Flatiron Works **Remote**
Freelance Graphic Designer *May 2025–Dec. 2025*
Client: The Hartford

- Used InDesign to consistently adapt and update collateral to the client's changes in brand voice, layout, and visual identity.
- Communicated timely and effectively when discussing and modifying design materials.

National Student Advertising Competition
Presenter & Creative Designer *Jan. 2025–Jun. 2025*
Client: AT&T

- District 1 and Lumie Award winners, finishing 5th overall of 96 teams after 3 rounds of competition.
- Researched relevant industry competitors and cultural trends to support video production and plans book cover design.
- Translated a campaign brief through authentic and engaging ad spot concepts that reflect team insights and objectives.
- Orally presented campaign strategy, creative executions, and brand activations to NSAC judges.

Norwalk Recreation & Parks **Norwalk, CT**
Beach Lifeguard *Jul. 2022–Aug. 2025*

- Worked with and supported supervisors and lifeguards while learning, training, and performing emergency procedures.
- Maintained courtesy, respect, and professionalism while answering questions from patrons about beach rules and how they impact their safety.