



BENJAMIN RUEHL

VISUAL STORYTELLER

📍 Norwalk, Connecticut
✉️ benruehl18@gmail.com
☎️ (203) 501-3409
🌐 benruehl.com
📷 ruehl.design

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
WordPress
HTML/CSS
Microsoft 365
Layout & Composition
Brand Standards
Detail-Oriented
Creative Process
Print Production
Typography
Cross-team Collaboration
Color Correction
Video Editing
File Management
Public Speaking
Competitor Analysis

INTERESTS

Creative Writing
Motorsports
Photography

HOBBIES

Creative Insight
Film/TV/Gaming Publication
Writer/Critic and Designer
Dec. 2023–Present

Detail-oriented Graphic Designer with hands-on experience in brand identity, cross-team collaboration, photo/video editing, and B2C digital marketing assets. Skilled in Adobe Creative Suite, print production, and prepress file management.

EDUCATION

Johnson & Wales University **Providence, RI**
Bachelor of Science, Graphic Design (Web Focus) Dec. 2025

Norwalk Community College **Norwalk, CT**
Associate's in Applied Science, Web Development May 2023

WORK EXPERIENCE

Norwalk Recreation & Parks **Norwalk, CT**
Beach Lifeguard Jul. 2022–Sep. 2026

- Worked with and supported supervisors and lifeguards while learning, training, and performing emergency procedures.

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

- Collaborated closely with senior designers to manage file workflows and asset libraries through Wrike and Dropbox.
- Constructed production-ready mockups and visual assets from clients' early-stage concepts while under tight deadlines.
- Utilized brand standards and Pantone swatches for color correction and error-free print production.

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

- Used brand templates to adapt marketing collateral (guides, infographics, and signage) and support a new visual identity.
- Communicated timely and effectively to incorporate feedback and maintain brand consistency.

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

- District 1 and Lumie Award winners, finishing 5th of 96 teams.
- Used competitor research and target audience insights to inform digital-first B2C marketing assets (paid/organic social and display ads) in a fast-paced, high-pressure environment.
- Orally presented campaign strategy, creative executions, and brand activations to NSAC judges.