



BENJAMIN WHEELOCK

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PROFILE

I have been lucky enough to run two art departments for two very different companies – one print; one digital. Each job allowed me to oversee a team, but also utilized my hands-on creative skills for a very diverse roster of projects.

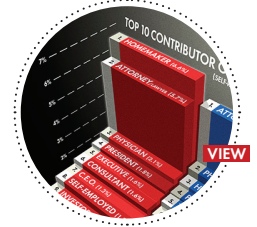
I have honed my creative skills as much in designing ads and marketing assets as I have in creating album packages and magazine illustrations. Whether heading up a website redesign, a photo shoot for a multi-platinum hip-hop artist or a digital ad campaign, I bring an exacting eye that compels me to keep working at something until it is perfect.

EXPERIENCE

SALON.COM

OCT. 2016-OCT. 2018 SENIOR ART DIRECTOR
JULY 2012-OCT. 2016 ART DIRECTOR

Oversaw creative across the site for this pioneering media outlet.
Designed the front end for a full-site redesign in 2017.
Developed branded imagery, logo treatments and animations for editorial features and video series.
Managed all of the site's advertising and marketing assets.



MAR. 2011-OCT. 2012 VANITY FAIR FREELANCE ILLUSTRATOR

Created illustrations and infographics for features in the "Vanities" section of the magazine.



APR. 2012-AUG. 2012 COHEN MEDIA GROUP FREELANCE GRAPHIC DESIGNER

Designed movie posters for theatrical releases.



OCT. 2008-MAR. 2014 WU MUSIC GROUP FREELANCE ART DIRECTOR

Designed album packaging and collateral materials for international releases.
Developed branded imagery, corporate identity for the label.

DEC. 2008-JUNE 2012 SHINDIG.COM FREELANCE ART DIRECTOR

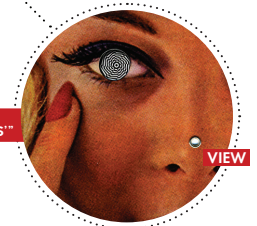
Developed user interface, graphics and marketing for startup social media platform.



TVT RECORDS

AUG. 1999-JAN. 2008 ART DIRECTOR
MAY 1998-AUG. 1999 FREELANCE GRAPHIC DESIGNER

Ran the art department of one of the largest independent labels in the US.
Oversaw, conceived and designed album art for a diverse roster of artists.
Conceived and art directed photo shoots.
Hired and managed outside freelance designers, photographers and illustrators.
Developed corporate identity for marketing materials and ad campaigns for the label.



EDUCATION

WESLEYAN UNIVERSITY BFA WITH HONORS, 1991
Studio Arts Major with a concentration in printmaking and sculpture.
Honors thesis in printmaking.

"THE BEST RECORD COVER SINCE THE ROLLING STONES' 'SOME GIRLS'"
-TIME OUT NEW YORK

SOFTWARE

EXPERT
Photoshop, Illustrator, InDesign
KNOWLEDGEABLE
After Effects, Cinema 4D, Maya

MISCELLANY

Created a crossword, published in the New York Times.
Won a Halloween costume contest (hair metal guitarist).
Interviewed retired musicians for my own Salon.com series.
Recorded and released two indie-pop albums.
Invented "The Wheelock," world's finest breakfast sandwich.

