



BENJAMIN WHEELOCK

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PROFILE

I have run two art departments for two very different companies – one a media outlet, the other a record label. Each job allowed me to oversee a team, but also utilized my hands-on creative skills for a diverse roster of projects, from editorial series to multi-platinum album campaigns.

EXPERIENCE

SELF-EMPLOYED

OCT. 2018-PRESENT **INFORMATION DESIGN, UX, BRANDING, PACKAGING DESIGN**

The Foundry: Original infographics and motion graphics for national Geico campaign
Shindig.com: UX, front-end app design for this video conferencing platform
The Orchard: Album packaging for limited edition LP releases

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 platinum artist 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 video conferencing 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.

SOFTWARE

EXPERT
Photoshop, Illustrator, InDesign
KNOWLEDGEABLE
Sketch, Adobe XD, InVision,
After Effects, Cinema 4D, Maya

MEMBERSHIPS

Member, AIGA
Committee Member, Civic + Community Engagement,
AIGA Philadelphia
Community Champion Member, Community Design
Collaborative, Philadelphia

