

Benjamin Kieffer

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lives in → Oakland, CA

Skills

Expert in InDesign. Lover of Illustrator. Friend to Photoshop. After Effects dabbler. Power-user of all types of spreadsheets, docs, and slides. Thinks conceptually. Plays nice with others.

Career

Uber

03.2016-08.2019
San Francisco

Hello

Versatile, inclusive, and ambitious. Wielding a strong eye for detail and a passion for brand authenticity to deliver designs that engage and enamor.

Art directing, rebranding, and guiding collaborations with writers, strategists, and producers from concept to execution.

Iterating fast, pushing boundaries, and practicing kindness.

Communications Designer

Design lead/art director/culture builder. Designed regional/global marketing, brand, and communications projects and digital/print campaign components, including business priority campaigns. Managed budgets and deadlines. Art directed video and photo shoots. Collaborated with content strategists, copywriters, and producers.

Creative POC and brand representative for Art Basel experiential agency engagement, creating interactive statues that garnered news coverage and social engagement.

Led concept, style, and final designs of Pride 2019 campaign, delivering an extensive set of photography that drove strong social engagement and positive sentiment.

Co-founded Good People + Good Things to engender kindness during a period of change and cultural struggle.

Uber

02.2015-03.2016
San Francisco

Associate Designer

Design acolyte/pioneer. Worked under Global Brand Marketing Creative Director. Designed and illustrated brand marketing assets, emails, and app icons for global marketing stunts and activations with short turnarounds.

Partnered on concept, design, and illustration styles for last-minute Uber Ice Cream campaign; art directed and delivered 100+ images for social channels.

Pushed brand limits to design packaging for 10+ in-car accessories products sold in Best Buy and other big box stores.

Robert E. Kennedy Library

05.2013-01.2015
San Luis Obispo

Junior Designer

Design novice/revolutionary. Designed print and digital assets for events and programs, working in collaboration with multiple teams and departments.

Collaborated on a multi-department effort that resulted in the 2014 Association of College & Research Libraries award for Excellence in Academic Libraries.

Created new brand identity, including typography, color, and signage.

Education

San Luis Obispo
2014

Bachelor of Science, Graphic Communication

California Polytechnic State University