705-238-2317 BENCUPPAGE@GMAIL.COM

BEN CUPPAGE RESUME

From a bouncy kid that drew cartoons in his notebook to a self taught mechanic painting his project car, I have always loved to create. Whatever the challenge or the medium, I love the process of approaching the problem from different perspectives to arrive at a unique solution. Some of my most established work can be found across Muskoka and Southern Ontario. Hearing clients history and building a brand that fully expresses their past and vision will always be rewarding. However, my favourite part of design and the problem solving process is seeing the client get excited and enjoy something you've crafted uniquely for them.

DESIGN SKILLS

BRAND DESIGN
LOGO DESIGN
PRINT
PACKAGING
WEBSITE DESIGN
DEVELOPMENT

PROGRAMS

FIGMA
ILLUSTRATOR
ELEMENTOR
WORDPRESS
SHOPIFY
CSS/HTML
PHOTOSHOP
INDESIGN
CAPCUT
PREMIERE

DESIGN LEAD

OCTOBER 2021 — PRESENT

REVEL DESIGN CO. - HUNTSVILLE

At Revel, I work alongside the owner to capture what would make a brand uniquely them. From early strategy meetings to design discovery through moodboards, I would capture the look, feel, and sound of the client. Logo design would just be the beginning of the client's visual identity, as typography, graphical elements, brand language, and even photography styles were determined to best suit the direction. Anything the client needed for success was then designed: vehicle fleet graphics, billboards, apparel design, and stationery. I would then design and build the client's website: first prototyping a full design in Figma for the client to review and then construct the working website in Wordpress with Elementor.

BRAND MANAGER / FULL STACK CREATIVE

JULY 2016 — OCTOBER 2021

REDLINE BREWHOUSE - BARRIE

At Redline Brewhouse, I was involved with the company from the very start. Whether you entered the brewery in Barrie, or saw the brand in the LCBO, there wasn't much I hadn't had a hand in creating. Each beer needed a name and corresponding artwork; my favourite part of the job was coming up with mini-brands for each beer that would nest nicely within the Redline family. Advertising took on many forms: billboards, print & web ads, festival banners, vehicle wraps, and even a TV spot for the Barrie Colts hockey rink. My photography and videography skills came in handy at the brewhouse for weekly beer releases and specials at the taproom restaurant. All this would cycle through social media, e-newsletter campaigns as well as their Wordpress and Lightspeed ecommerce website, which I would edit and maintain.

GRAPHIC DESIGNER / INFORMATION ARCHITECT

SEPTEMBER 2012 — JULY 2016

NETGAIN SEO - BARRIE

At Netgain SEO I had the pleasure of working alongside a small team of developers in creating a wide variety of digital projects. From mapping out site architecture and wireframes to designing responsive websites and backend user interfaces for full fledged booking applications, it was my job to keep the code monkey's programs easy to use and visually stunning. Working with our clients both locally and from the United States, I created identity and branding packages, print advertisements and sales materials.

ADVANCED DIPLOMA IN GRAPHIC DESIGN + ART & DESIGN FUNDAMENTALS CERTIFICATE

SEPTEMBER 2008 — MAY 2012