RamsdenCreative

ben ramsden
portfolio
creative leader

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hello!

I'm Ben, and I want to help you deliver on your creative needs.

My ambition is to inspire, guide, and generate big ideas to help organizations reach their goals by using powerful storytelling and innovative design to elevate brand recognition.

The value I bring to every challenge, team, and organization is my ability to bring out the best in people to help advance the needs and design capabilities of the business. This looks like encouraging talented designers, mentoring others to take strategic risks, and demonstrating gratitude as often as possible.

The bottom line is I go beyond the delivery of great creativity and strive to empower others—creatives and non-creatives alike—to deliver their best.

Let's connect and bring out the best in each other!

RC BEN RAMSDEN | CREATIVE LEADER

my journey

EXPERIENCE

To download my full resume, go to ramsdencreative.com

2005

PIONEER PRESS

Senior Designer

Created award-winning daily and Sunday front pages that illustrate the newspaper's high standard of journalism

2012

EPG MEDIA

Senior Art Director for Rider and SnowGoer magazines

Responsible for leading the design, photo direction, illustration, layout and production of the Rider and SnowGoer brand, including the magazine, website, and social media

2014

MSPBJ

Creative Director

Produced and designed the weekly newspaper, which included digital design, photo art direction, and team leadership

2019

ARCTIC WOLF

Creative Director

Developed and maintained a cohesive visual rebrand and corporate voice that was instrumental in the fast-growing, startup cybersecurity company reaching a $1.3 billion valuation in an eight-month timeframe.

PRESENT

RAMSDEN CREATIVE

Creative Consultant

Consult in the brand development for small business and nonprofit organizations, including designing print and digital materials

MY TOOLS BOX

NUMBERS

25+

The number of years in marketing and journalism, including seven years of creative leadership

16

The number of awards won, including four Society of New Design Awards of Excellence

1,248

The number of miles traveled in my career stops, starting in La Crosse, Wis., and ending in the Twin Cites.

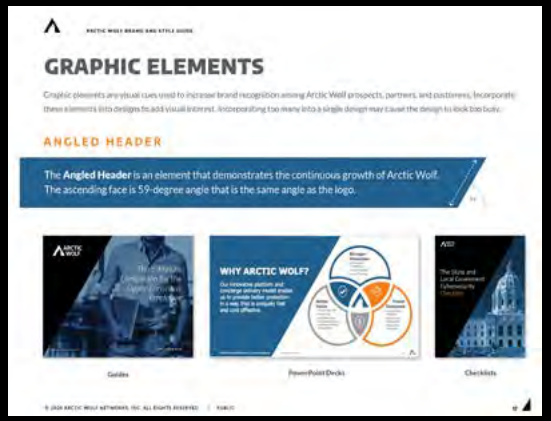
2,500

The number of newspaper page one and sports fronts designed at the Pioneer Press.

campaigns

ARCTIC WOLF REBRANDING

I led the effort in building, launching, and elevating a fresh visual identity. From establishing visual brand standards to implementing tools and workflows, my team was front and center in leading the company to a $1.3 billion valuation. To see more of the Arctic Wolf Brand Standards, go to [ramsdencreative.com/brand-handbook.](ramsdencreative.com/brand-handbook)



campaigns

CONTINUE

ARCTIC WOLF: THE STATE OF CYBERSECURITY

This is an example of the deliverables produced by myself and the creative team. As creative director, I established workflows, processes, and an service-level agreements for internal and external stakeholders. To see more of The State of Cybersecurity, go to [ramsdencreative.com/state-of-cybersecurity.](ramsdencreative.com/state-of-cybersecurity)

campaigns

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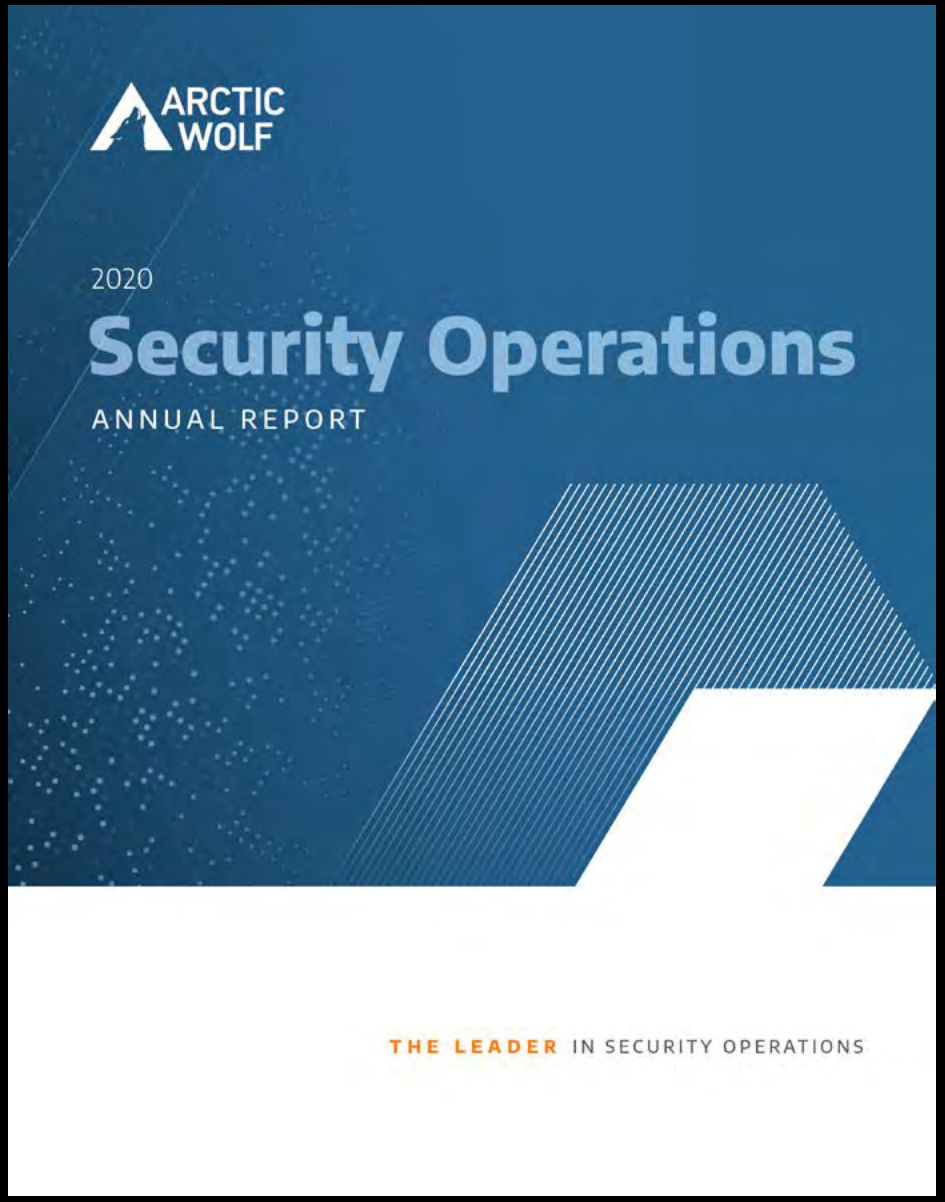
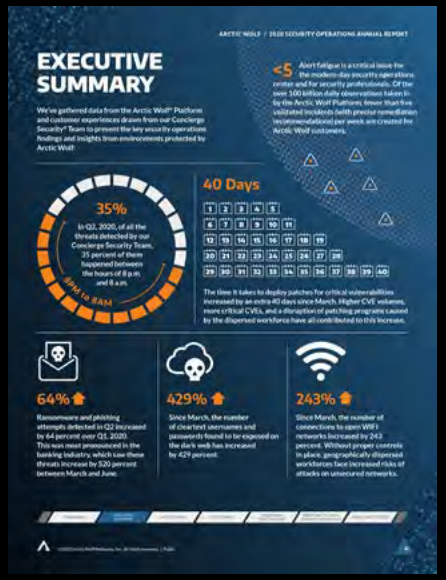




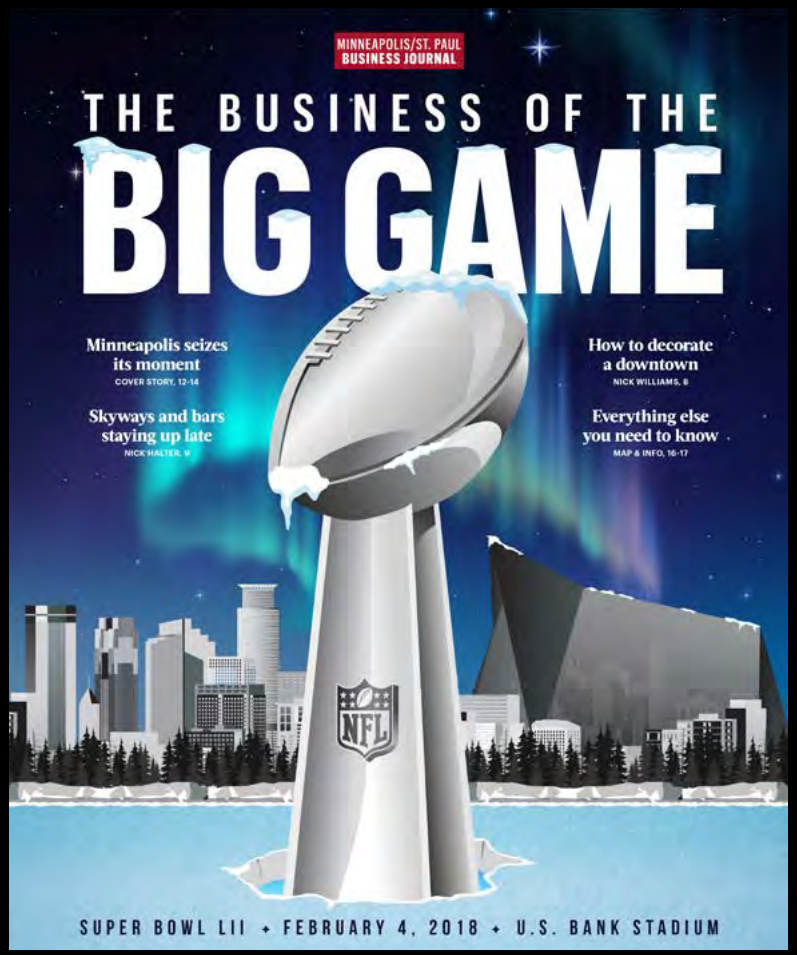
SECURITY OPERATIONS REPORTS

Worked with product marketing team to build and design an easy-to-digest security operation report. To see more of the Security Operations Report, go to ramsdencreative.com/2020-security-operations-report

projects

SUPER BOWL LII

MSPBJ had three weeks of coverage in 2018 for the Super Bowl in Minneapolis. Here is a sample of coverage. To see more Super Bowl LII pages, go to ramsdencreative.com/super-bowl-lii



projects

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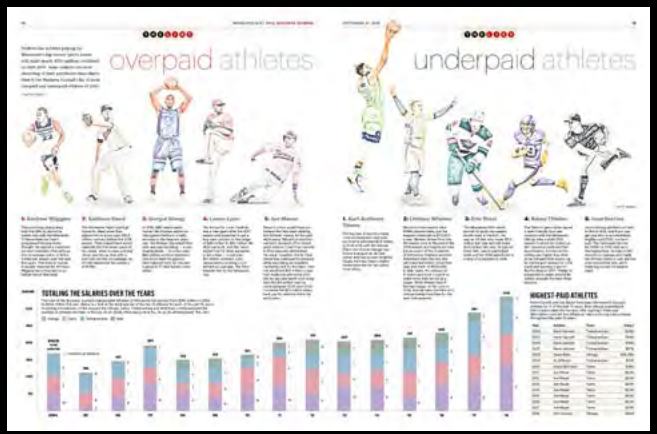
ALTERNATIVE STORY FORMS

Here are samples of displaying data and statistical information in a creative way. To see more alternative story forms, go to ramsdencreative.com/alternative-story-forms

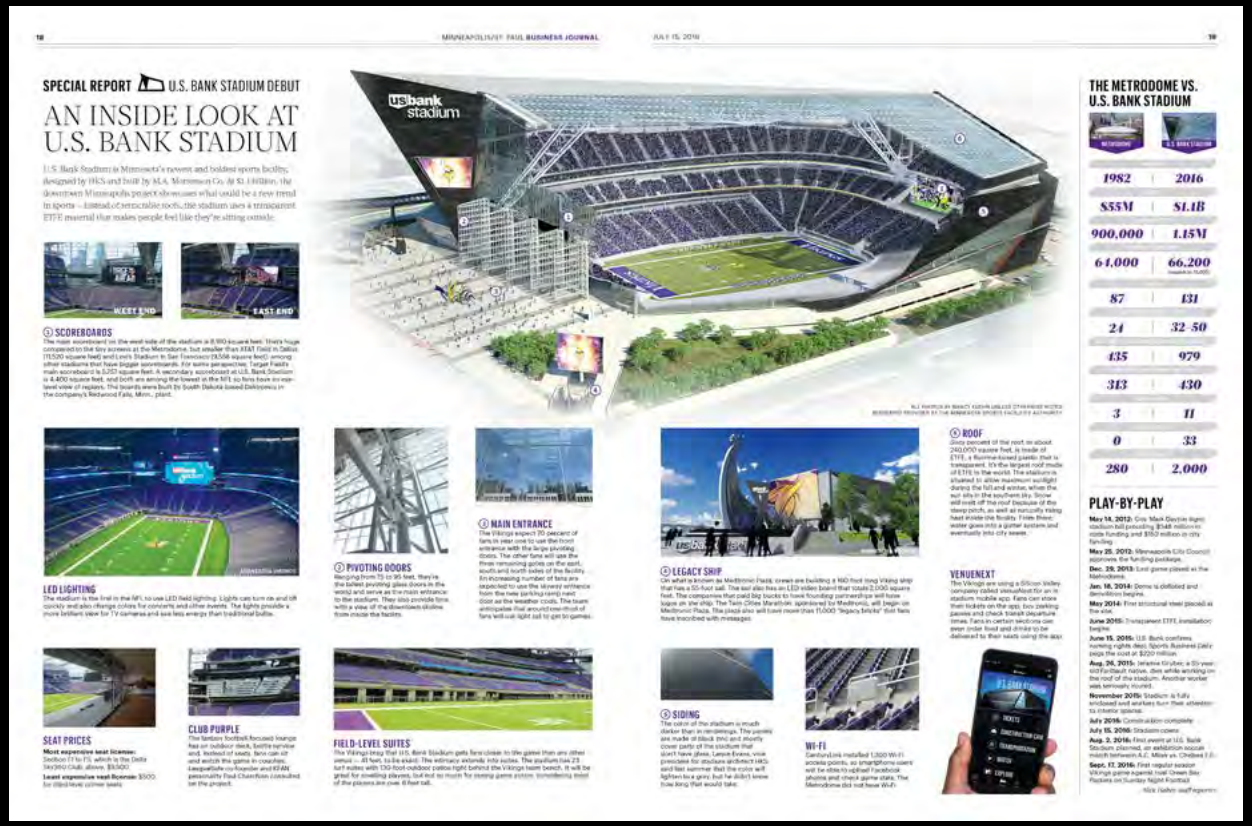


awards

In my visual journalism career, I have accumulated 16 awards, include two Society of News Design Award of Excellence at the Minneapolis/St. Paul Business Journal and two at the Pioneer Press. To see more award pages, go to [ramsdencreative.com/awards-winners.](ramsdencreative.com/awards-winners)

2018 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

This is the actual size of one of the components of what IntriCon Corp., develops. Using the white space around the component helps underline the size.



2016 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

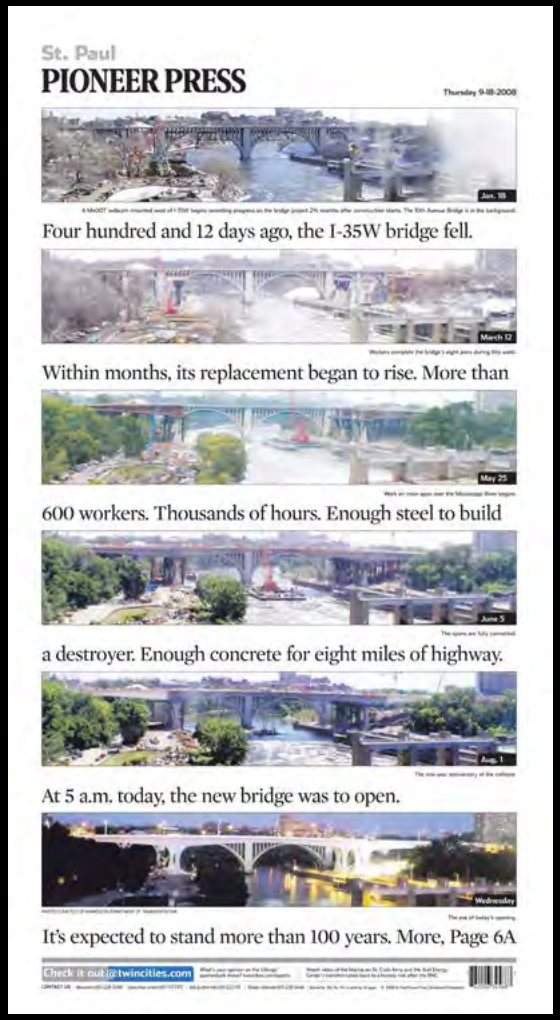
I lead the editorial team in gathering information and directing our photographer to shoot the inside of the new stadium to explain the economic impact it will have on Minneapolis.

awards

CONTINUE

2012 MINNESOTA MEDIA + PUBLISHING ASSOCIATION GOLD MEDAL

The Indian motorcycles returned to production, and the concept was to show how the new motorcycle was developed from conception to completion.



2008 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

This was a collaborative effort with other designers to demonstrate the stages of the reconstruction of the I-35W bridge.

2006 SOCIETY OF NEWS DESIGN AWARD OF EXCELLENCE

Using the trend of the iPod marketing campaign as inspiration, we illustrated the story about have sermons recorded on Podcasts.

redesign

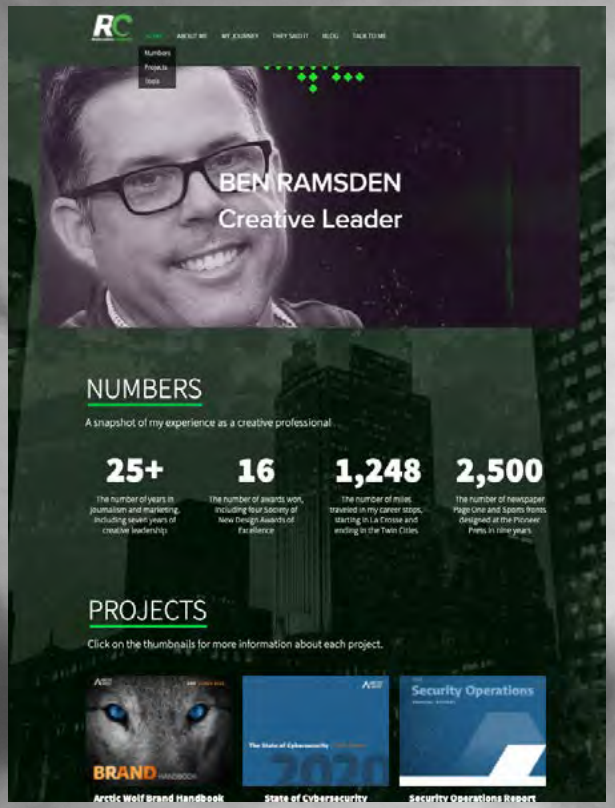
ADAMS PUBLISHING GROUP / WISCONSIN

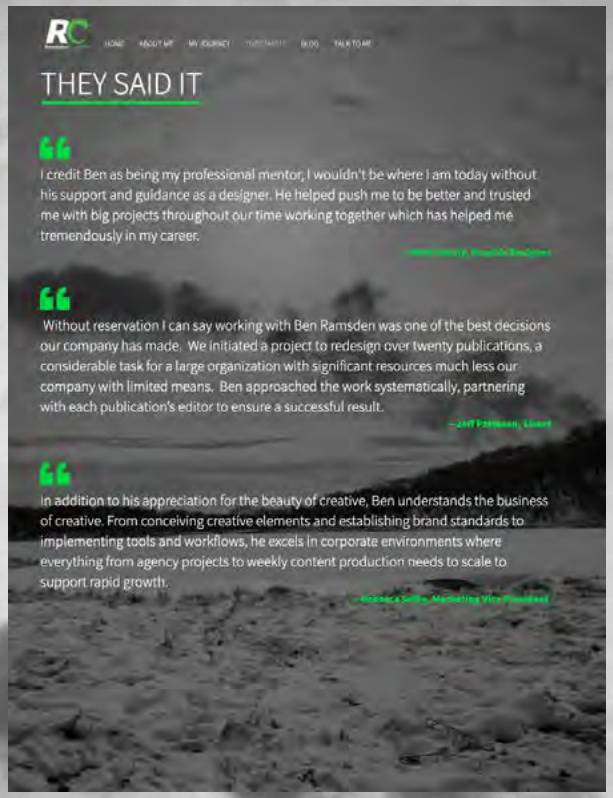
I was hired to redesign and consult six small newspapers in northern Wisconsin. With a limited budget and resources, I also provided a comprehensive style guide for each publication and had sessions on how implement the new design.
The Sawyer County Record is a sample of the work I did. To see more redesign pages, go to ramsdencreative.com/sawyer-county-record-style-guide

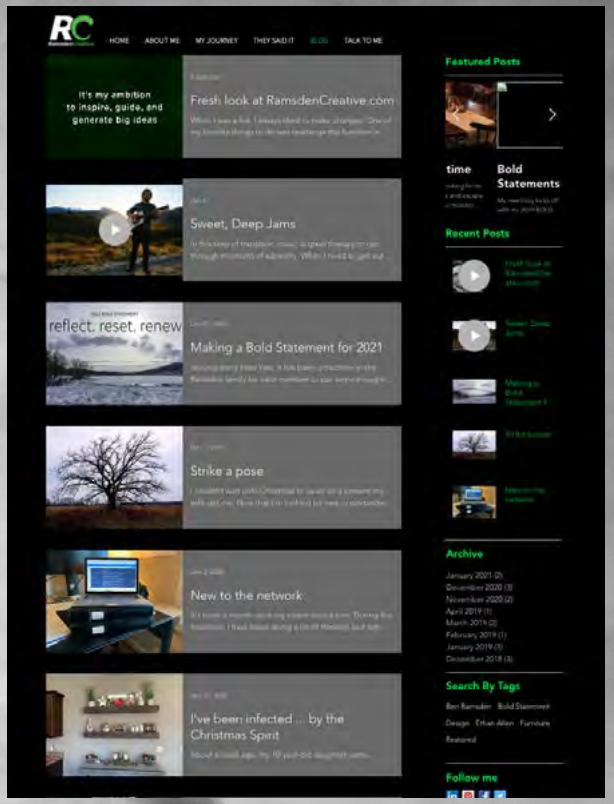
BEFORE

AFTER

ramsdencreative.com







For a look at my complete portfolio, resume, and blog posts, go to ramsdencreative.com.

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