

# BEN PATTISON

SENIOR CREATIVE

benjamin.t.pattison@gmail.com • 07564 041 860 • linkedin.com/in/b-patts • bpatts.co.uk

## SUMMARY

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Senior creative with 10+ years across graphics, digital, UX and motion. Agency-side experience on brands including Arla, Vodafone, HMRC, Claridges and Tag Heuer. At home leading a project from concept to delivery, or slotting into a cross-functional team to push the craft.

## SKILLS

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**Design** Graphic, UX/UI, Print, Typography, Illustration, Animation

**Tools** Figma, Cinema 4D, Spark AR, WordPress, HTML & CSS

**Process** Ideation, Prototyping, AI prompting (Claude, Midjourney, Stable Diffusion)

## WORK EXPERIENCE

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**Skipton Building Society** — Design Lead

Oct 2025 – Present

Brand guardian: refreshed and evolved the society's brand guidelines, and responsible for design output across digital, social and print.

**26-agency** — Senior Creative

Dec 2015 – Sep 2025

Worked with a wide range of clients, leading some projects and joining cross-functional teams on others, shaping ideas into campaigns that were functional, innovative and cost-effective.

### Highlights:

- Built microsites for Arla UK — including Open Farm — plus designing innovative pages within their CMS such as custom games & competitions. More recently refreshing their social animations in line with their global brand.
- Built UX libraries in Figma for HMRC's intranet redesign.
- Acted as primary UX designer for Vodafone UK, converting and updating their component library and digital asset management platform.
- Designed 26-agency's current identity, selected over multiple external brand agencies in a closed competition.
- Provided concepts and presented for multiple winning pitches including Claridges and Corinthia hotels.
- Mentored team members in Cinema 4D and Figma.

**Ratrace Adventure Sports** — Graphic Designer

Feb 2013 – Dec 2015

Sole designer responsible for designing and developing all event websites including custom styling and features. Designed and maintained event brands and logos, print adverts and event materials such as signage, banners, medals, event docs and apparel.

**ANPR International** — Graphic Designer

Jul 2012 – Feb 2013

Responsible for all design output of the company and sister companies, including general signage, advertisements, flyers, e-marketing and online presence.

## EDUCATION

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**Sheffield Hallam University**

2007 – 2009

BA (Hons) Graphic Design, 2:2

