

# Ben Eversmann

ART DIRECTION + DESIGN + BRANDING



As an extremely versatile, hard working, and award-winning art director/designer, I've spent the past few years successfully establishing and directing a wide range of digital and print design projects from conception to launch. I'm comfortable taking the lead and helping clients articulate their wants and needs through designs that create effective and successful campaigns. I'm looking forward to furthering my growth and development doing challenging work as part of a talented and innovative team.



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St. Louis, MO

## EDUCATION

B.S. – Mass Comm/Advertising  
Southern Illinois University Edwardsville  
Honors: Judy B. Landers Creativity in  
Strategic Media Award

A.A.S. – Graphic Design  
Parkland College  
Champaign, IL

## EXPERIENCE

### ART DIRECTOR

Think Tank PR + Marketing | St. Louis | Jan 2014 - Present

Responsible for conceptualizing, directing, and designing (with the occasional bit of writing sprinkled in for good measure) all things creative for a large and diverse group of clients. Everything from websites and branding, to billboards and social media graphics.

### ACCOUNT MANAGER

Summit Distributing | St. Louis | Dec 2001 - May 2011

Responsible for managing new product placements, special displays and programs, inventories, and teams of merchandisers for chain grocery stores in a West County-St. Louis territory.

### LEAD DESIGNER

EBT Ink | Champaign, IL | Dec 1999 - July 2001

Responsible for handling all design work, which ranged from creating a printable design based on a customer's sketch to desinging original, officially licensed University of Illinois apparel, which were sold in our on-campus sports apparel store. I also did my share of screen-printing t-shirts and spray washing screens.

## EVERYTHING ELSE

Illustrator	Mac OSX	Identity + Branding
Photoshop	Conceptualizing	Print + Digital Output
InDesign	Web Design	Client Relations