



419.549.0961

BNMORAL@GMAIL.COM

BEN MORALES

BENMORALES.ORG

@BENMORALES



With over a decade of professional experience, Ben Morales is a born creator. As a graphic designer, art director and photographer he has helped brands of all sizes and industries find their voice and tell their unique story. No matter the medium, Ben thrives in capturing the essence of each brand or subject and communicating with tact, emotion, and imagination. An artist at heart, he has the ability to think conceptually while keeping the big-picture strategy in mind. He works well collaboratively and has the drive to create under pressure with little direction. Ben's creative vision can help take any project to the next level and push any brand into realizing its fullest potential. He loves to collaborate with passionate dreamers, doers, big thinkers, makers, and authentic people and companies that believe in the power of an idea.



As a creative thinker and problem solver, I strive to bring great ideas to life. I want to challenge the way we think and change the way we view the world. It's my goal and passion to create meaningful connections and profound experiences, working alongside others with shared vision and values.

Proficient in Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, and Lightroom. Experienced in both studio and on-location photography and post-processing.

[View my portfolio](#) —>

EXPERIENCE

2018–present: Hart Inc. | Toledo, Ohio
Art Director: Responsible for guiding the visual and conceptual direction of projects, from idea to production. Collaborates with multiple teams and vendors to ensure efficiency and alignment. Regularly demonstrates expertise in design, photography and illustration, while maintaining brand cohesiveness and consistency.

2017–2018: Ologie | Columbus, Ohio
Senior Designer: Rebranded and created a new visual language for a number of universities and organizations. From concept to launch, numerous pieces were designed, including brand guidelines outlining every detail of a campaign's new visual identity.

2013–2016: Hanson Inc. | Toledo, Ohio
Visual Designer: Responsible for creating the look and feel of digital experiences including websites, mobile apps and presentations. Worked with strategy team and front-end developers to ensure the creative vision was executed with sound logic and functionality in mind.

2007–2013: Communica Inc. | Toledo, Ohio
Senior Designer: Participated in all phases of the creative process for a wide range of clients and mediums. Excelled in conceptual, strategic thinking and bringing those ideas to life in the creative process. Worked closely with creative directors, writers, photographers and account executives on a daily basis.

EDUCATION

2003–06: Bowling Green State University
Earned Bachelor of Fine Arts in Graphic Design. Graduated at the top of the class in design.
Bowling Green, Ohio

2006: SACI (Studio Art Centers International)
Summer studying in Florence, Italy with a focus on design, architecture, and art history

ACCOLADES

2022 Silver Addy Award: Advertising Club of Toledo
2020 Gold Addy Award: Advertising Club of Toledo
2017 *Hindsight*: Solo gallery exhibition – Interrupt, Toledo, OH
2017 *Hindsight*: Solo gallery exhibition – Ohio State University-Lima
2016 Published photography book *Hindsight: Northwest Ohio through the lens of time*
2015 Gold Award: Graphis – 100 Best From The Americas
2013 TEDxToledo: Relmaging Toledo – Featured speaker
2013 Gold Award: Graphis – 100 Best From The Americas
2013 Gold Award: Graphis – 100 Best From The Americas
2013 Vice President of AIGA – Toledo chapter
2010 Bronze Addy Award: Advertising Club of Toledo
2008 Silver Addy Award: Advertising Club of Toledo
2007 HOW Magazine Award of Merit: Promotional Design
2007 AIGA Award of Excellence: AIGA Detroit
2007 Gold & Silver Addy Awards: Advertising Club of Toledo
2006 Silver Addy Award: Advertising Club of Toledo
2006 Crystal Clarion Award of Merit
2005 Gold & Silver Addy Awards: Advertising Club of Toledo
2005 AIGA 360 Award of Excellence: AIGA Detroit
2005 Print Magazine: Regional Design Annual