



Ben Stone, Graphic Designer

Phone: 07912218825

Email: benstonedesign@gmail.com

Portfolio: www.benstone.studio

I am a designer who brings content to life, combining creativity with strategic insights and technical proficiency.

Currently freelancing, I utilise my expertise in motion, typography, and layout to communicate engaging and dynamic brand stories that meet business objectives. At Moss Bros, I led the design team through a full-scale brand redesign, several major e-commerce platform overhauls, and regular store improvements. Alongside these large-scale initiatives, I oversaw the creation of marketing materials, seasonal campaigns, and other day-to-day projects. Earlier in my career, I produced dynamic editorial content for market-leading publications such as WIRED UK and Empire Magazine, honing my skills in page layout, typography, and project management. These varied roles have equipped me with the comprehensive skill set needed to drive projects of all sizes from concept to completion, whether working independently or in collaboration with a team.

Experienced in: Web design, print design, UI/UX, motion design, digital content, email design, editorial design, print campaigns

Software proficiency: Adobe CC incl. Indesign, Photoshop, Illustrator, After Effects, Adobe XD, & Figma

Work experience:

Freelance Graphic Designer. Independent Design Consultant - June 2024 - ongoing

Design freelancer providing tailored design solutions and content across digital and print channels—from marketing, email and social campaigns to comprehensive branding projects.

Design Lead. Moss Bros. - June 2021 - January 2024

As the Design Lead at Moss, I spearheaded the development of the brand aesthetic for a fast-paced, multi-channel business with over 120 stores nationwide and a highly trafficked e-commerce site. I managed both print and digital design teams, liaising with key stakeholders and other departments to deliver BAU and project driven tasks. Acting as project and production manager, I ensured the highest standards of graphic design and production across every facet of the business, often working to reactive deadlines with limited resources. During my tenure, I helped raise the standard of design through multiple rebranding and efficiency initiatives, repositioning the brand from a value driven consideration to a more aspirational, quality-driven purchase.

- **Comprehensive Brand Redesign:** Led full-scale redesigns across marketing, in-store collateral, and digital channels.
- **Enhanced Customer Engagement:** Achieved measurable improvements in customer engagement and satisfaction.
- **Improved Sales Metrics:** Contributed to sales growth in challenging retail conditions across stores and the website.
- **Streamlined Design Efficiency:** Improved design processes for rapid delivery of web ads and email personalisation assets.

Senior Digital Designer. Moss Bros. - November 2017 - June 2021

Led a team of 4 designers for a large e-commerce platform, creating website assets, marketing materials and UI improvements.

Graphic Designer. Thortful - April 2016 – November 2017

Led UI design and specialised in responsive, mobile-first design for a fast growing e-commerce start-up.

Freelance Graphic Designer. Conde Nast Int./Bauer Media/Other - June 2015 – April 2016

Provided freelance design services to large UK publishing companies.

Senior Art Editor (Digital). WIRED UK, Conde Nast Int. - August 2014 – June 2015

Created digital content for boundary breaking digital magazine, utilising motion and interactivity to tell engaging stories.

Art Editor (Digital). Empire Magazine, Bauer Media - July 2011 – August 2014

Led digital content production, using HTML and motion design. Ensured strict production deadlines and launched new editions.

Education:

BA Hons Graphic Design, Surrey Inst. of Art and Design (Epsom), Surrey

BTEC Foundation Diploma Art and Design, Bournemouth and Poole Institute of Art and Design