



BEN SIEGLER

GRAPHICS/MOTION/VIDEO

PROFILE

After decades of working as an actor and writer for stage and screen, I chose to tune up my graphic design hobby and begin a new career.

I had performed on Broadway in Lanford Wilson's "Fifth of July," and in many plays off-Broadway and in regional theaters. I have also appeared in film and on television. (See IMDB page.)

I have written everything from produced plays to screenplays to episodes of TV's animated series, "Rugrats."

Stumbling upon various design software enabled me to go from creating photographic montages of my children as Christmas cards to discovering a love of graphic design. Beginning with Flash, I soon segued into Photoshop, Illustrator, Premiere and After Effects.

My work has taken me from freelancer to contractor to fulltime employment at several global entertainment companies, as well as 11 years in creative director positions at both a company focused on crypto-currency as well as for a fintech/real estate startup.

OTHER INTERESTS

I volunteered for years with The 52nd Street Project, mentoring underserved children in the Hell's Kitchen area of New York City.

I am a member of the Ensemble Studio Theater and have acted and had readings of my plays there.

Movies are my go-to entertainment and I enjoy a wide variety of genres.

Benfolio.com

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WORK & EXPERIENCE

CREATIVE DIRECTOR 2021 - 2022

Aqueous · Beverly Hills, CA · Full-time

Ideation and hands-on creation of company branding, video editing, motion graphics, print collateral, live events, writing/proofing.

- Conceived and created individual videos for various company demographic industries.
- Conceived and developed over a dozen brief video tutorials for SaaS product.
- Directed several video shoots; CEO's message, product promo, and others.

MOTION DESIGNER 2/2020

The Picture Production Company · Los Angeles, CA

Created motion graphics for Paramount and Universal dynamic film trailers.

CREATIVE DIRECTOR 2010 - 2019

Security Token Academy · El Segundo, CA · Full-time

Supervised company branding; built motion graphics, online/print assets; edited video.

- Designed live-event multimedia presentations, sparking national industry enthusiasm and escalating client membership.
- Branded and designed an entire two-story bar - "the NextGen House" - at the SXSW Festival.

DIGITAL MEDIA DIRECTOR 2009 - 2010

Creative Projects Group · Pasadena, CA · Full-time

Collaborated with Mark Bryan, co-founder/writer of The Artist's Way workshops and books. Branded and designed site, video, newsletter, and blog content.

- Defined startup's visual identity, aiding in attracting new partnerships.
- Increased visitor retention and engagement by designing and building interactive on-line courses.

WEB DESIGNER/FLASH ANIMATOR 2008 - 2009

Warner Bros. Entertainment · Burbank, CA · Contractor

Animated promos, ads, and additional elements for Warner Bros. shows such as Gossip Girl, The Bachelor, and Fringe.

- Conceived Gossip Girl "match game" for CWTV.com, helping to result in expansion of game site.
- Charged with recreating Mad Magazine content as interactive Flash demos for partnering pitch.

WEB/GRAPHIC DESIGNER, VIDEO EDITOR

Telepictures · Burbank, CA · Full-time 2007 - 2008

Worked with Vance DeGeneris establishing Hardly News, online comedy site. Developed website, executed motion graphics and performed in skits.

- Developed and built beta Flash site for company president, allowing successful marketing presentation despite sudden loss of third-party vendor.