

# BEN HASLER

## ILLUSTRATOR & WEB DESIGNER

### PERSONAL INFO

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#### Phone

+44 (0) 7971 131600

#### E-Mail

benh@sler.co.uk

#### Website

happinessbyhasler.com

### SKILLS

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#### Adobe Illustrator



#### Photoshop



#### Indesign



#### Wordpress



#### Acrobat



#### Interpersonal Skills



#### Collaboration



#### Communication



#### Efficiency



Award winning illustrator, with 25 years of experience across advertising, marketing, publishing, music and fashion sectors for local and global clients. Can confidently lead throughout the creative process, having managed teams, joining existing teams or working solo. A proven track record of delivering on tight project deadlines. Excelling in illustration and digital asset creation.

### EXPERIENCE

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#### 2002 - Date Illustrator

Client engagement highlights:

- TUI - Leading 14 illustrators in the delivery of a complete redesign of 137 location resort maps across all TUI brands. Managing communications and rollout with each location manager, delivering within 12 months, 5 weeks ahead of the proposed programme.
- Honda - Engaged with multiple project teams (press, poster, storyboards, visuals) commissioned by W+K London including creating the most complex 8 layer vinyl attempted in the UK (at the time) for the 'God of Driving' work on a Civic Type R.
- Viasat - A global satellite communications company with annual revenues of \$2.3B. Developed a bespoke visual communication and storytelling illustration system and guidelines for their rebrand in 2018.
- AIWA - Creating the award winning 'AIWA World' with W+K London. Specialised in character and environment asset creation for press, posters and online content.
- ITV - Only illustrator included in the ITV rebrand team in 2012. Involved with brand development and digital asset creation.
- VCCP - Working with all global sites to create staff portraits & storyboards over the past 12 years.
- Ray-Ban - One of 6 illustrators chosen to showcase Ray-Ban by creating a six page comic book.
- NatWest & Barclays - Engaged on multiple national press & print campaigns for both of these banking giants.

#### 1997 - 2002 HHCL and Partners, The WhiteRoom

Working in HHCL and Partners award winning design studio; the WhiteRoom; as in-house visualiser dealing on a daily basis with print and TV producers, artworkers and traffic. Creating storyboards and finished illustration work in this fast paced creative environment. Winning company awards for process & communication streamlining, reducing agency storyboard and visual costs by 30%.

### AWARDS

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Published in **Images 36** Best of British Illustration (AOI)

Runner up in **Transport for London** Illustration competition

D&Ad Wood Pencil / Integrated Communication / Integrated Advertising for **AIWA**

D&Ad Graphite Pencil / Digital Crafts / Design for **AIWA**

Best Car Graphics for Honda 'God of Driving' work at the Max Power Show