

DIGITAL DESIGN PROBLEM SOLVER

Benjamin Rancic

Solving real-world problems through digital design.



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What I bring to the table

I transform wishful thinking into successful design projects. Endowed with an eye for design, trained to tackle complex challenges, equipped with a robust digital skill set and with insight into what makes businesses work, I do what I do best: solve digital design problems.

Specialities

- Creating captivating user experiences
- Crafting beautiful visual designs
- Building and leading effective teams

Skills



Recent experience

COMPLETE DIGITAL

NOVEMBER 2016 - CURRENT

Head of Design

I currently work at Complete Digital, an agency focused on digital business transformation and online performance, where I oversee design.

MOMENTUM ABM

FEBRUARY 2016 - OCTOBER 2016

Head of Digital

I helped Momentum ABM, a specialist marketing agency, to achieve a step change in its growth by overseeing digital and video creative. In addition to hands-on design, I helped re-align how the agency approached, created and delivered creative projects in a more user-centred way.

SMRS

MARCH 2013 - DECEMBER 2015

Senior Digital Designer

At SMRS, a communications agency, I worked on integrated creative campaigns from initial concepting through art direction to final delivery. I also set up a new integrated digital department to bring all digital production in-house.

ENDEAVOUR LONDON

JANUARY 2011 - FEBRUARY 2013

Head of Digital Design

I established and led the digital team at Endeavour London, a marketing agency. I built the agency's digital strategy and led the creation of integrated campaigns, apps, digital branding and R&D of VR & experiential products.

SEE PORTFOLIO OF WORK AND LINK TO OLDER ROLES AT BEN.SI

BEFORE 2011

Education

CENTRAL SAINT MARTINS, UAL: SC ART DIRECTION FOR FILM
THE CASS, LMU: MA ARCHITECTURE HISTORY & THEORY
BIRMINGHAM INSTITUTE OF ART AND DESIGN, BCU: ERASMUS
FACULTY OF ARCHITECTURE, UOL: BSC & MSC ARCHITECTURE