

DIGITAL DESIGN DIRECTOR

Benjamin Rancic

Solving real-world problems through digital design



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What I bring to the table

In a nutshell — I transform wishful thinking into successful digital design projects.

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

- Crafting designs that delight and perform
- Creating effective solutions to business problems
- Building and leading robust digital teams

Toolkit



Recent experience:

COMPLETE DIGITAL
NOV 2016 - CURRENT

Head of Design

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

MOMENTUM ABM
FEB 2016 - OCT 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
MAR 2013 - DEC 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 creation into the agency.

ENDEAVOUR LONDON
JAN 2011 - FEB 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.

BEFORE 2011

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Education

GENERAL ASSEMBLY LONDON: USER EXPERIENCE DESIGN
CENTRAL SAINT MARTINS, UAL: 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