

# BEN MOLDAVE

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## SUMMARY

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Associate Creative Director and Visual Design/UI Lead with 18 years of experience across agency and consulting spaces. Extensive experience managing creative teams and multi-channel campaigns in both commercial and federal environments. A natural storyteller able to strategize, research, and produce high-quality concepts and creative material, and leads and mentors others to do the same. Excellent at multitasking, collaborating with teammates and clients, and managing staff and projects in a fluid, deadline-oriented environment.

## SKILLS

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- + Exceptional visual design abilities, from rapid prototyping to creation of polished final pieces
- + Excellent interpersonal, communication, leadership, and mentoring skills
- + Broad knowledge of UX/UI strategy and research techniques (surveys, user interviews, etc.)
- + Experience conceptualizing, implementing and advocating for multi-tactic creative campaigns
- + Experience managing teams comprised of multiple disciplines (art, copy, UX, dev)
- + Expert in Adobe Creative Cloud software, Sketch, Mural, inVision, MS Office
- + Highly organized and can deftly juggle time/resources

## EXPERIENCE

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### **Booz Allen Hamilton | Visual Design/UI Lead | 2.2019 - present**

Leadership role representing Human Centered Design, specifically the disciplines of Visual Design and UX/UI on large-scale government engagements. Synthesizes learnings from partners in strategy, user experience, analytics, and client needs, and translates it into a visual experience that is clear, compelling, and meaningful to users. Manages and creates artifacts such as brands; style guides; communications tactics; UI updates; user interview scripts, activities, and reports; infographics; data visualizations; and HCD awareness and best practice presentations. Leads groups or delved into the weeds to deliver top-quality work, while at the same time collaborating, educating, and advocating for the work and the team.

**Clients include:** USDA, GSA, U.S. Army, U.S. Navy

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### **Wunderman DC**

#### **Associate Creative Director | 12.2017 - 12.2018**

Leadership role in managing national campaigns across multiple print and digital tactics. Oversaw a group of art directors, copywriters, user experience designers, and production managers. Made sure all work was of the highest quality, approved by all stakeholders, and went out on time and on budget. Mentored staff and addresses resourcing and workflow issues. Lead client interactions and maintained the relationships of the creative department with outside groups.

#### **Associate Director of Interactive Design | 9.2015 - 12.2017**

Leadership role in concepting and designing responsive websites, emails, apps, infographics, storyboards, and banner ads. In charge of all interactive design aspects of projects. Supervised and mentored nine art directors and junior designers. Other responsibilities include direct client interactions, relationship building, and participating in design presentations, as well as coordinating with the UX team and contributing to and QAing the development process.

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## EXPERIENCE (continued)

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### Wunderman DC (continued)

#### Senior Interactive Art Director | 5.2013 - 9.2015

Senior role in the creative development of all digital tactics, such as: responsive websites, banner ads, mobile apps, promotional emails, and iPad apps with little oversight. Worked with creative directors and associate creative directors to make sure work was up to standards and on brand. Mentored and worked with junior creatives.

#### Interactive Designer | 4.2010 - 5.2013

Helped develop responsive websites, banner ads, and promotional emails. Worked with creative directors and associate creative directors to make sure work was up to standards and on brand.

**Clients include:** Audi, Pfizer, Biogen Idec, Windstream Communications, Johnson & Johnson, AdCouncil

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#### xeroproject, inc. | Senior Designer | 1.2009 - 4.2010

Senior role in designing and producing websites, emails, and banner ads from start to finish. Prepared comps for Flash, animating and optimizing them, as well as overseeing the development process. Other responsibilities included client interactions and relationship building, participating in design presentations.

**Clients include:** Majesco Entertainment, Universal Records, vitaminwater, Nicktoons Network, Boyz II Men

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#### Hirshorn Zuckerman Design Group | Web Designer | 5.2004 - 12.2008

Responsible for designing websites, emails, landing pages, banner ads, Flash animations and storyboards. Spearheaded web production and production supervision. Other responsibilities included information architecture and site map planning, XML set-up and creation and work, and basic HTML work.

**Clients include:** Marriott, XM Satellite Radio, JBG Properties, NFL Network, Washington Capitals

## EDUCATION

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**American University**, Washington DC - B.S. Multimedia Design & Development, 5.2004

## DESIGN AWARDS

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**5.2015 Insight** – Gold Hermes in the mobile app category

**6.2014 Tysabri Fighter** – Bronze Cannes Health Lion (microsite designer)

**6.2009 NASHBASH Website** – Art Director's Club Award, Designer

**6.2009 Gardening Mama Website** – Art Director's Club Award, Designer

## IN MY FREE TIME

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I am a big fan of traveling and seeing the world. I try to get at least one big trip in every year. Paradoxically, I also love spending time at home lounging around or hosting friends. I enjoy collecting and playing retro video games, and I volunteer for a local animal rescue by fostering litters of kittens. I have an infinite supply of cute kitten photos.