

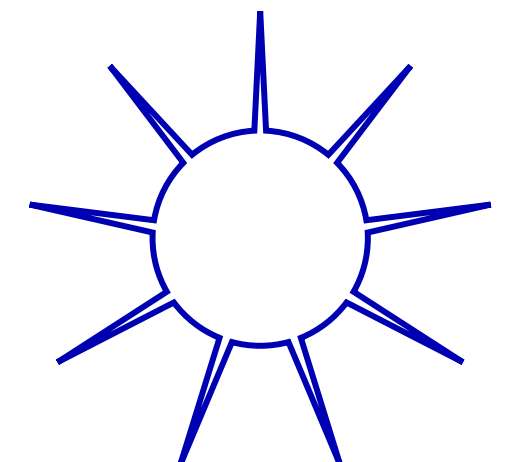
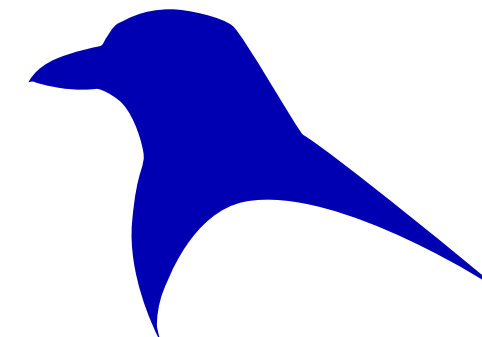
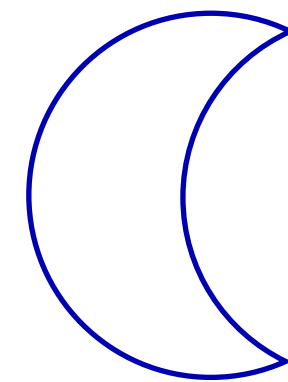
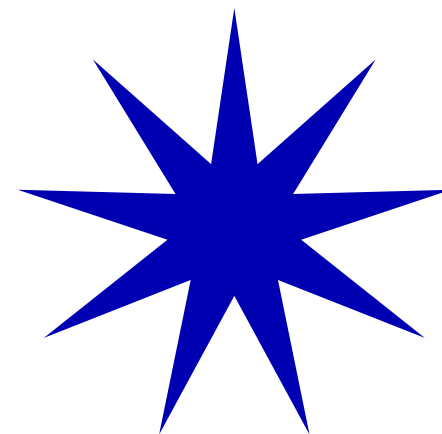
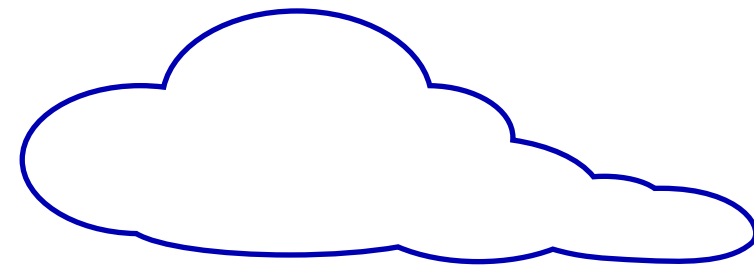
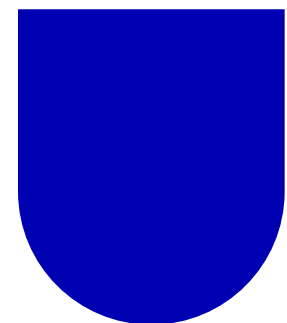
Hi, my name is Ben Platten

Junior Product Designer

UX/UI Designer

Graphic Designer

I am a London based Designer. I'm a conceptual thinker and believe the best designs come out of deep research and a willingness to learn. Feel free to say "Hi" I'm always available for a chat.



Exhibition Graphics

Francis Crick Inst. Hello Brain

Exhibition Graphics

Artworking

Formating

Information Design

Graphic Design



About

As part of a placement with Studio HB I worked on graphic assets for Hello Brain: a free exhibition running from March to December 2024 at the Francis Crick Institute in London.

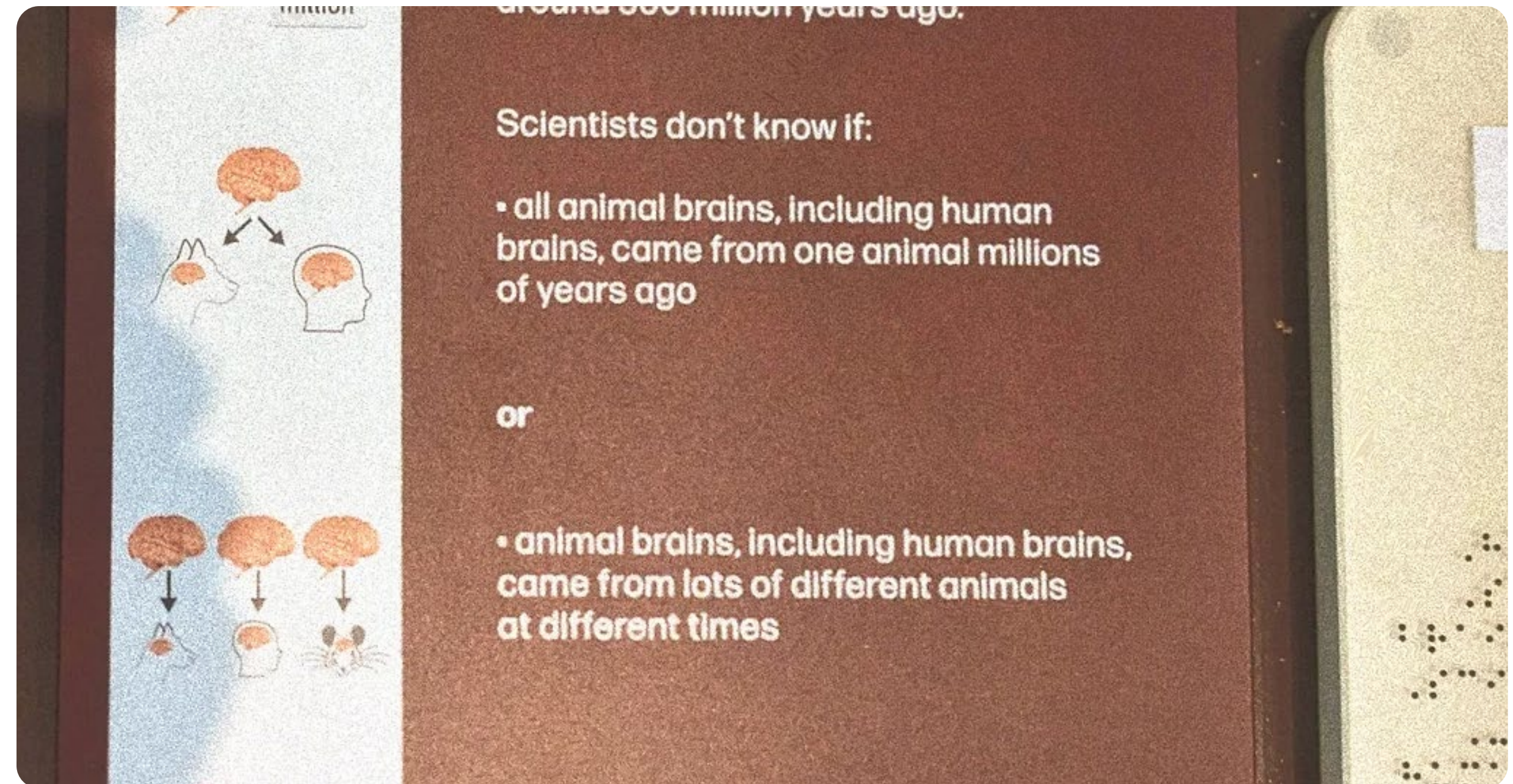
Exhibition design is a real passion of mine, and it was rewarding and interesting to work on a live brief in the museum space. My contributions included type and layout, and liaising about print and materials with the architectural design firm responsible for the physical pieces in the exhibition space.





Brain and Panels

Opening February 2024 the exhibition featured 3D printed brains to give viewers a sense of the size and shape of brains across a broad selection of animals.





App + Marketing

Jaunt

UI Design

Prototyping

Branding

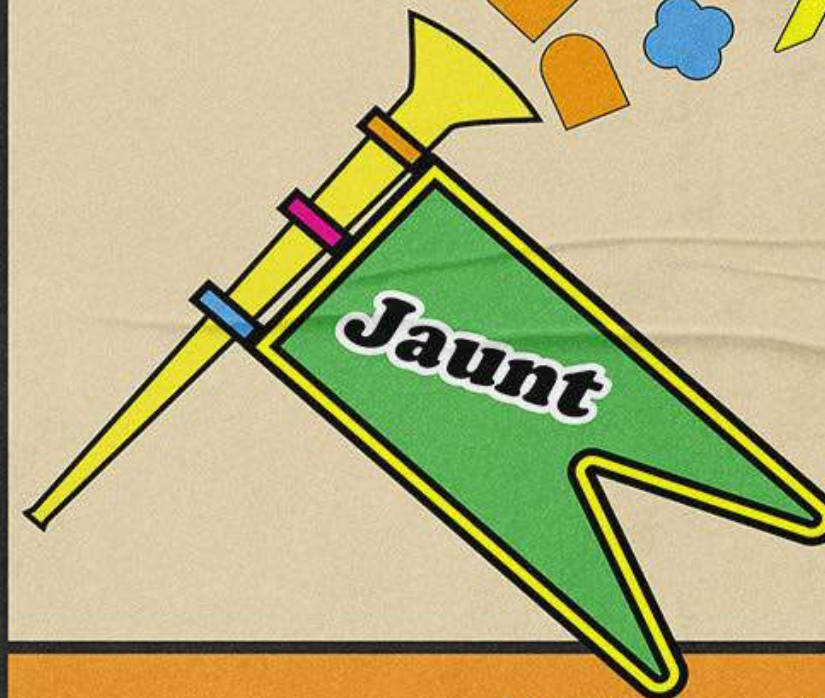
Marketing



About

45% of University students report feeling stressed about their course. I was tasked by Middlesex University to design an app that will help relieve stress. In my research, I found that a great deal of that stress is from being away from home and the isolation that that brings. This is compounded when in a new city.

Jaunt is a tour guide app that gets students familiar with their university's city and meet new people. There are tours built into the app as well as the ability to sign up for guided tours hosted by other students.

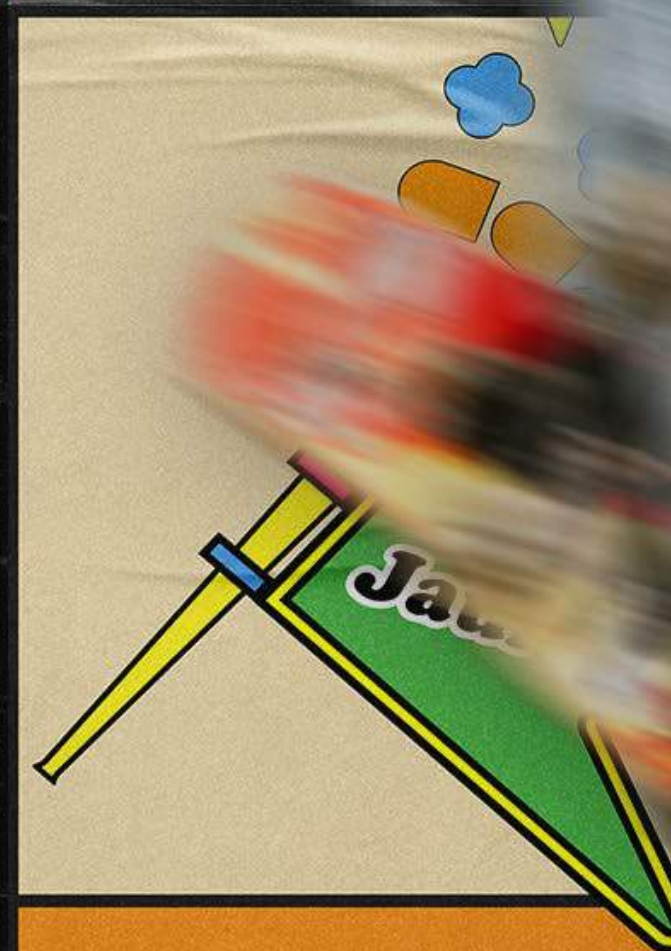


Calling all
adventurers

Join a group for a guided tour to some nifty areas or sign up to the Jaunt app for a self guided tour of London.

Let's stop
getting lost!

Join a group for a guided tour or sign up to the Jaunt app for a self guided tour of London.



Long for
the ride.

Calling all
adventurers

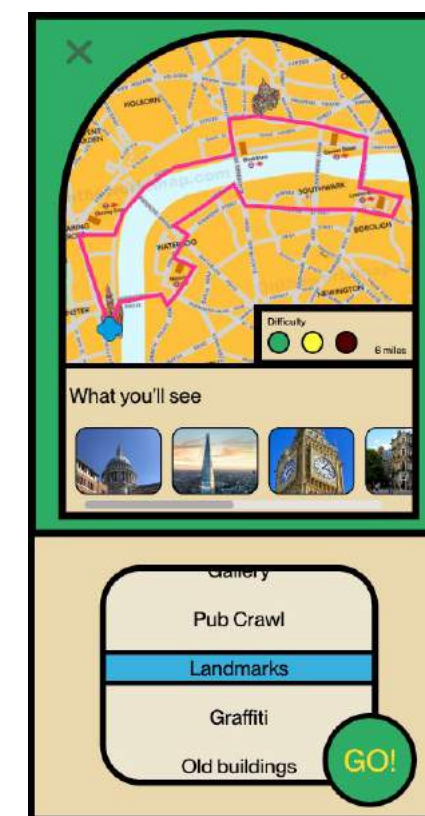
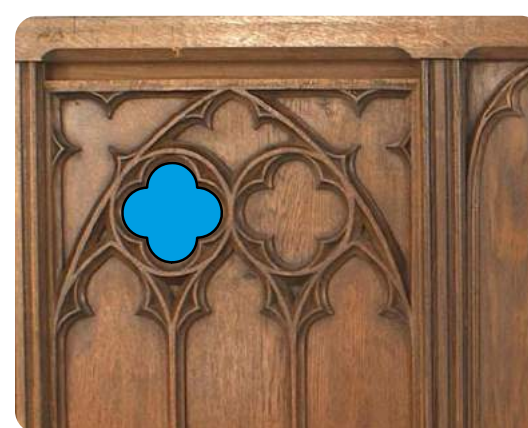
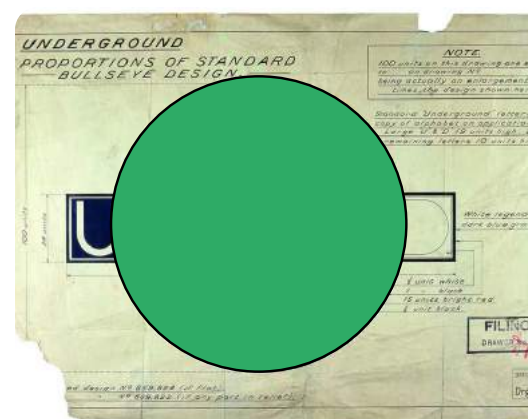
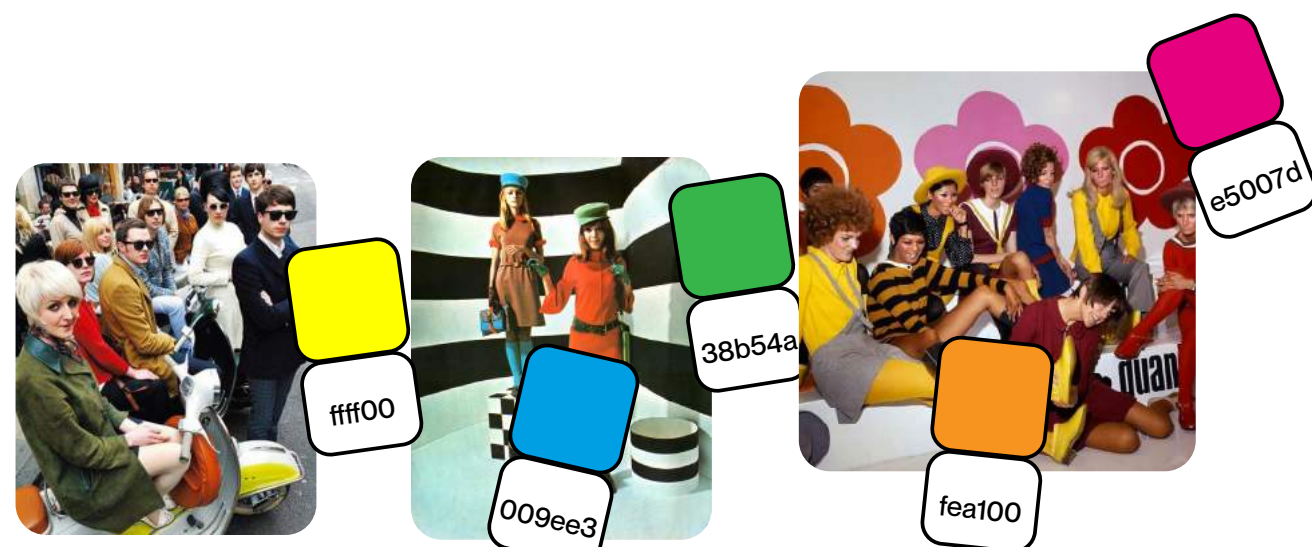
Join a group for a guided tour to some nifty areas or sign up to the Jaunt app for a self guided tour of London.

Visual Language

I needed the branding to be inviting and kind of silly. In my investigation of other mental health apps they all felt rather worthy. I didn't want this to feel like a mental health app, it's a fun tour guide app that helps your mental wellbeing.

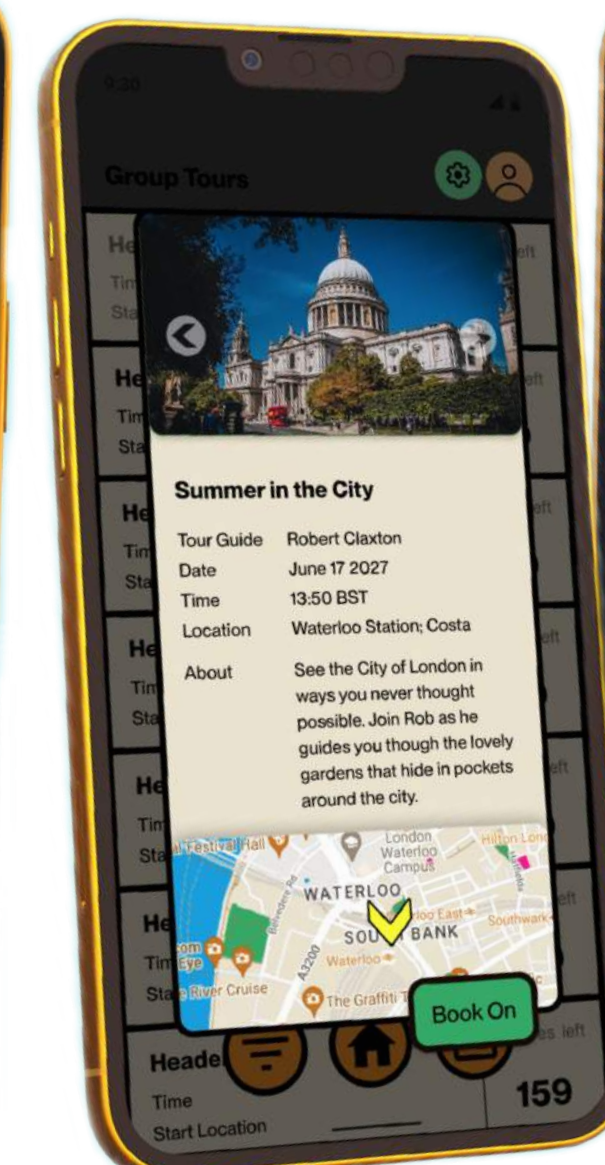
As a foreigner to London, I tried to think of what my projection of the city was before moving here. The swinging sixties/ seventies, mod fashion as seen in Austin Powers, is what London embodied for me, not to mention this feeling of carefree fun that comes with that time period.

All five symbols that make up the branding are taken from the London landscape that I noticed recurring on my walks around the city. It felt like a natural starting point for the branding.



Created in XD it gave the test user something with the right look and feel that the end product would use.

The prototype was tested and updated in Figma with a refined colour scheme and decluttered the layout.



Updated UI, I feel as though this is more successful as it is more consistent and easier to follow. There are less colours opting for a 60% neutral, 20% green, 20% orange.

Branding, Marketing and Merch

For the logo type, I started with Cooper Black because of its friendly look. The soft nature of the letter forms and playful curved baseline invited the eye. I sheered this 23° to the right to indicate motion. 23° is based on the axial tilt of the Earth representing exploration.

The entire logo is then encased in a white bubble to anchor it in a defined space.

Merch for the app would be interesting marketing for around campus. I curated items that would be useful on a tour. Water bottle for hydration, The bum bag is lighter than a backpack and harder to pickpocket from. Pins so you know who is in your group with you.



Commercial Branding

Mr. Coffee

Branding

Marketing

Graphic Design

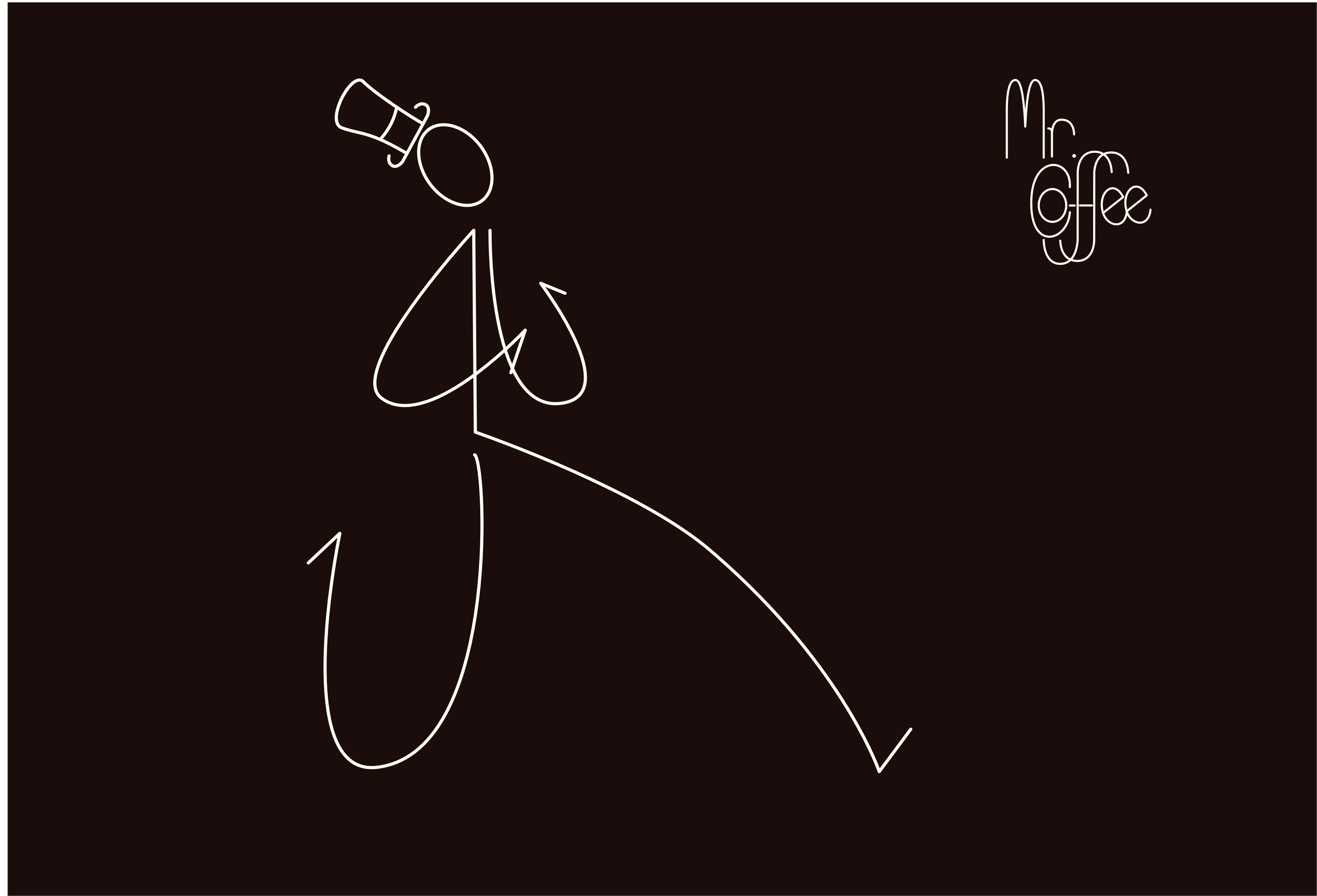
Creative Direction



About

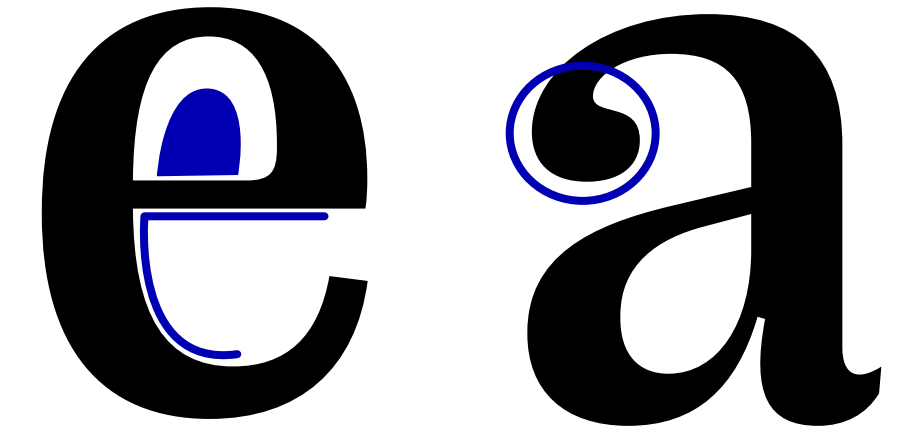
A self initiated project. I wanted to see how type could interact with a mascot character. The primary goal of this endeavor was to analyze how these two distinct elements could harmoniously combine to form a seamless and compelling branding experience.

By doing so, I aimed to uncover innovative ways in which these elements could work together to convey a brand's identity, values, and personality effectively.





The logo type was designed to exude an abundance of character, aligning seamlessly with the overarching branding strategy. To complement this, the choice of "PP Right Serif" for the body text in marketing materials was a deliberate selection. This font was selected due to its distinct rounded terminals and the inherent sense of amiability conveyed by its "e" characters, which seemed to be perpetually smiling, thereby enhancing the overall brand personality.



In parallel, the design of Mr. Charles Coffee was thoughtfully conceptualized to mirror the fluidity and rounded aesthetics inherent in the letter forms of the logo. This synergy was achieved by employing delicate, thin strokes in the character design, resulting in a graceful and willowy feel. These design elements also infused a hint of vaudeville charm, adding an extra layer of charisma to the brand's visual identity.



Exhibition Identity

Metamorphosis

Branding

Marketing

Graphic Design

Identity Design

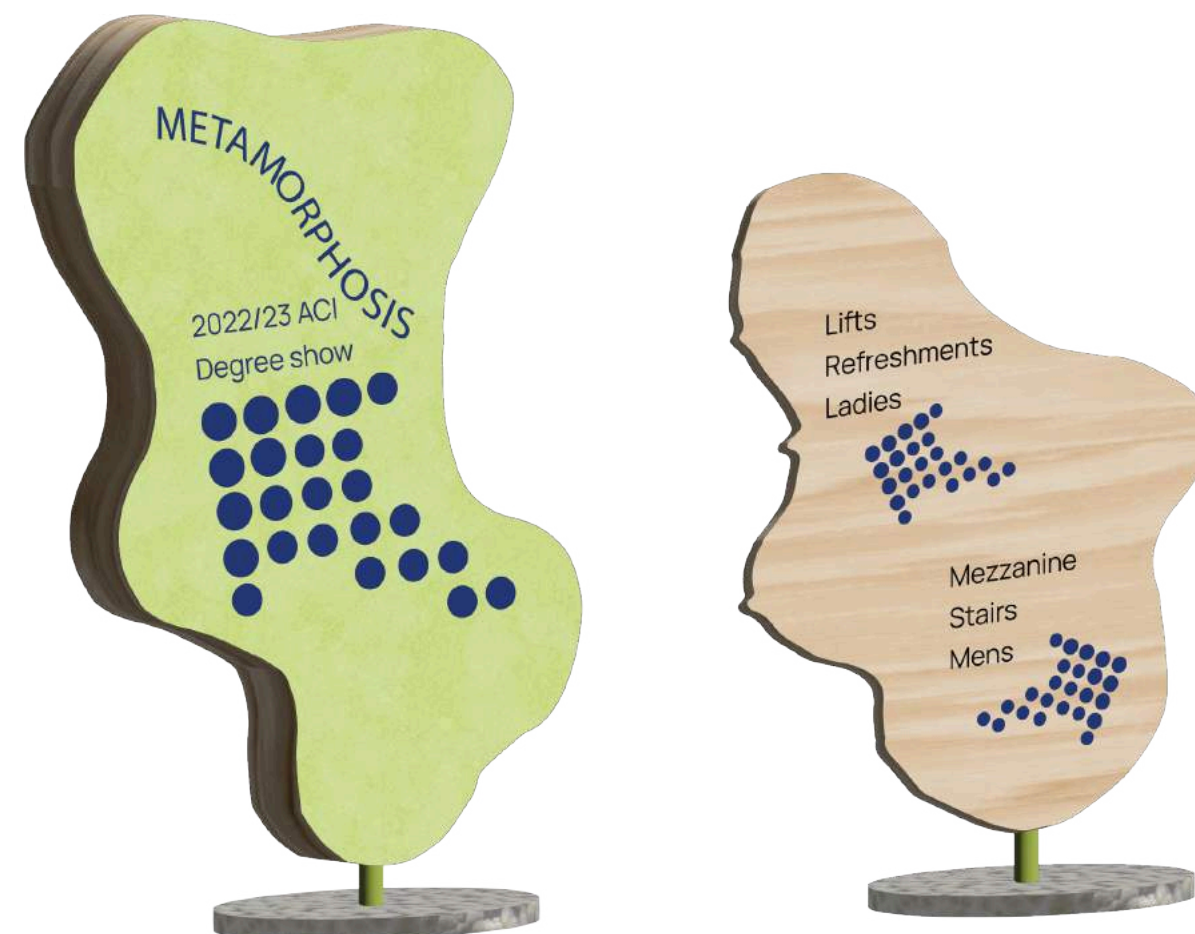
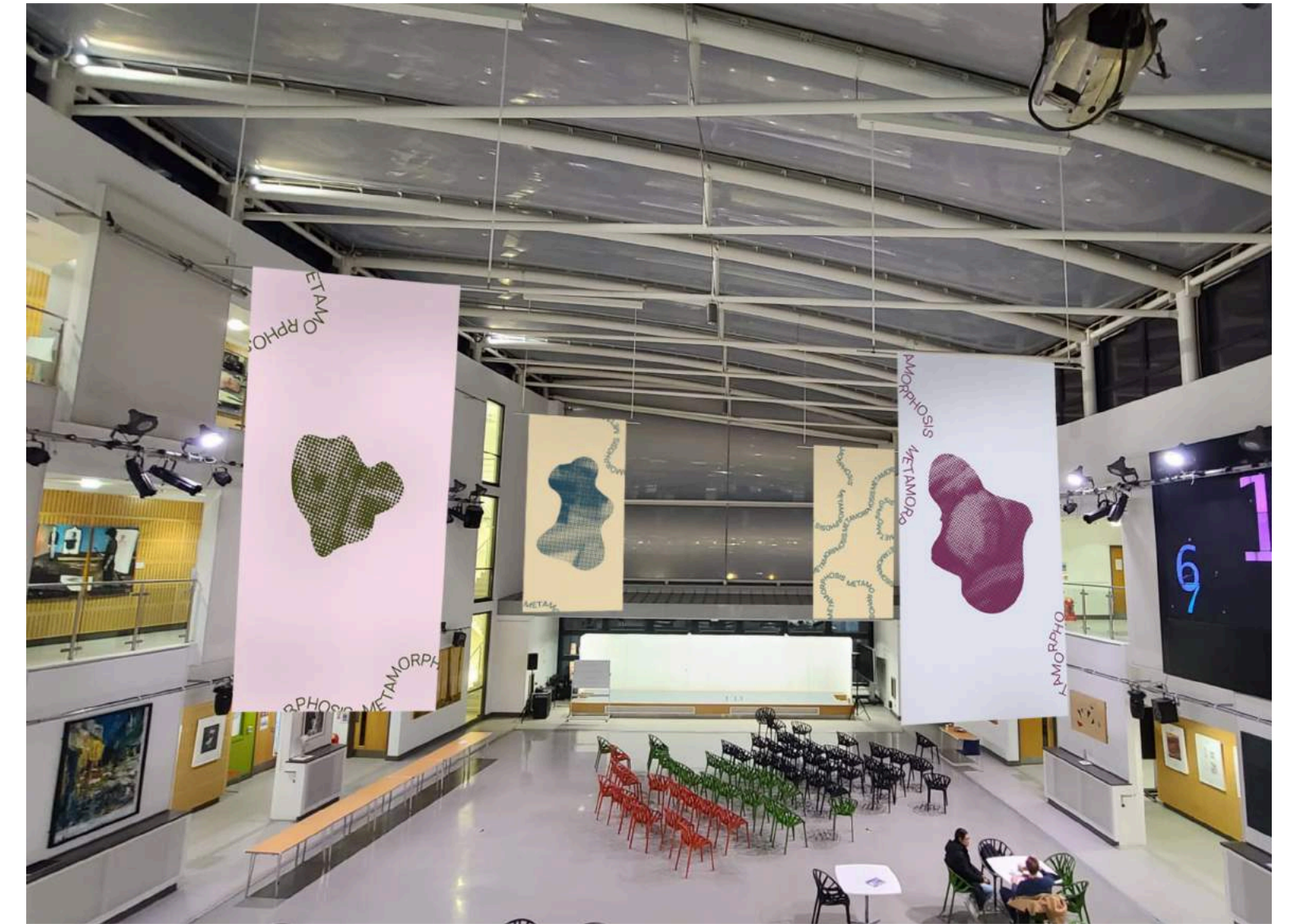


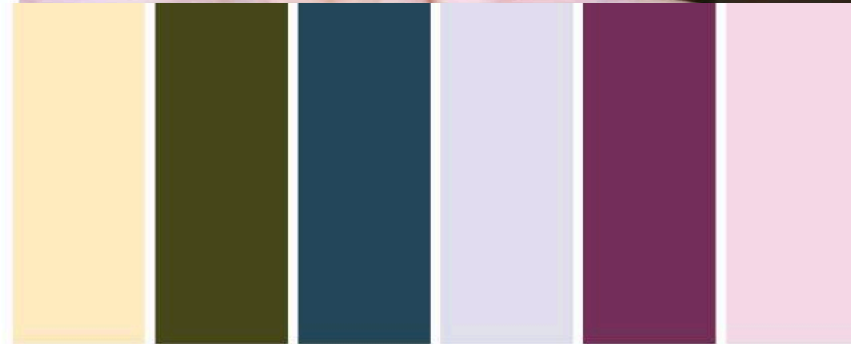
About

The theme celebrates the process of creative transformation that characterises the trajectory of every student from day one at MDX up to their culmination at the Degree Show.

Our concept is a visual reference to the biological process of transformation taking place at a molecular level. We also play with perspective as a way to convey the process of students creative ideas and visions, going from an initial thought and gradually becoming more refined and focussed.

Using 3 distinct, organic shapes similar in appearance to microscopic cells and at 3 different sizes, this represents our growth over the 3 years it nominally takes to graduate on a BA Creative Arts course.





Colours are based on micro-organisms



Public Health Campaign

Royal Free London NHS

Branding

Marketing

Graphic Design

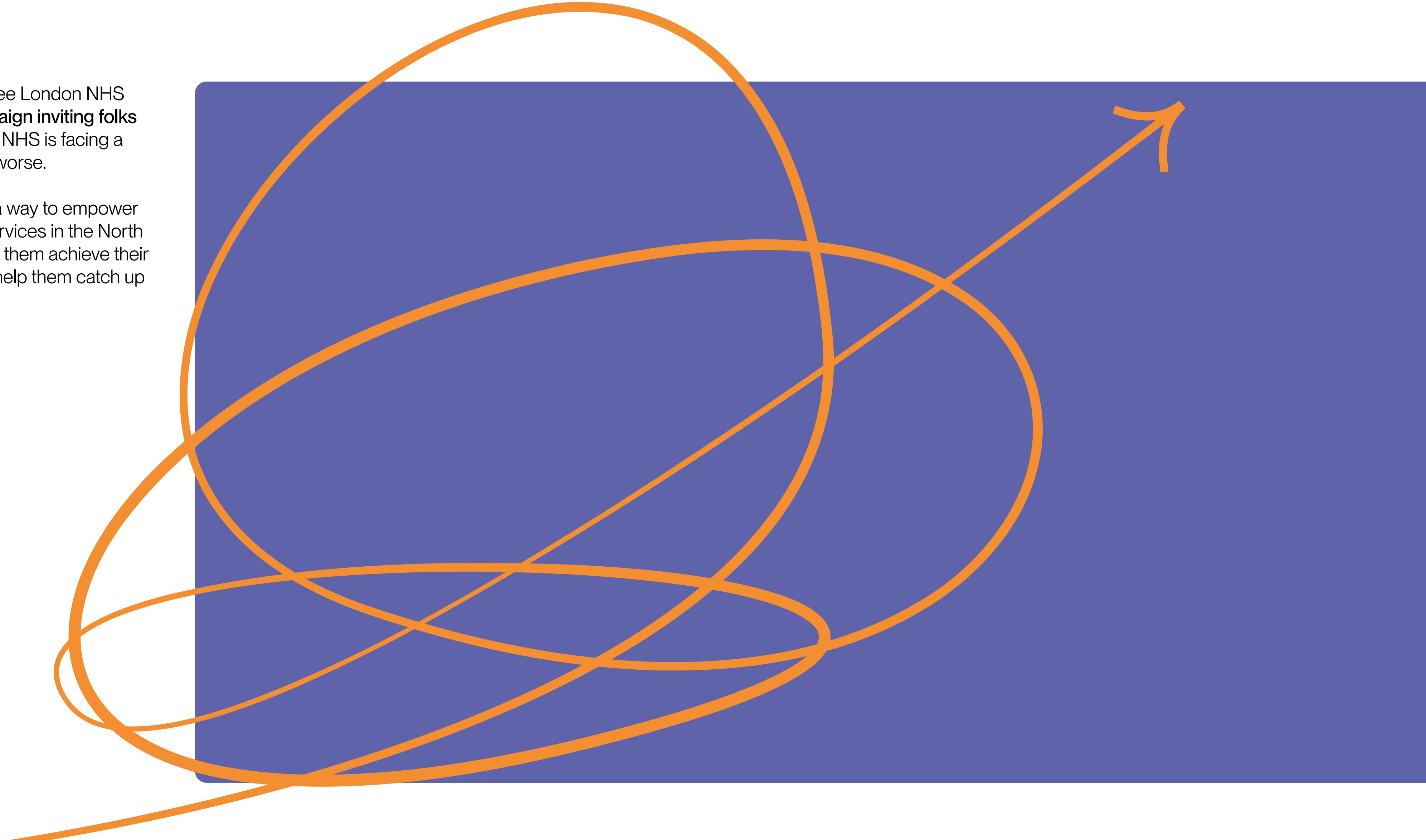
Creative Direction



About

I was approached by The Royal Free London NHS Foundation Trust to create a **campaign inviting folks to take control of their health**. The NHS is facing a backlog and it is only going to get worse.

What the Royal Free needed was a way to empower people to take advantage of the services in the North Central London area set up to help them achieve their health goals. They project this will help them catch up with their caseload.



Concept

The concept is simple by design. In a waiting room, there are a plethora of posters all screaming for attention. Introducing a minimalist design it can focus the eye and induce a feeling of calm. The arrow is designed to direct the viewer to the QR code.

The bits where the line overlaps itself are for when we feel like we are unable to break the unending cycle of bad habits but the NHS is here to help.

Take your health in a new direction

We can help.

There are resources and services that can help you in your journey.

Just ask.

NHS
Royal Free London
NHS Foundation Trust

Take your health in a new direction

We can help.

There are resources and services that can help you in your journey.

Just ask.

NHS
Royal Free London
NHS Foundation Trust

Keep getting sidetracked by Cheat day?

We can help.

There are resources and services that can help you in your journey.

Just ask.

Take your health in a new direction

NHS
Royal Free London
NHS Foundation Trust



X-Ray Waiting Area

It is possible that you may be pregnant please inform the Radiographer prior to being X-rayed



Employee of the Month
We are proud to announce that we have selected...

Take your health in a new direction
We can help. There are resources and services that can help you in your journey. Just ask.

Western Sussex Hospitals NHS
We're here to help
Patient Advice & Liaison (PAL) Team

NHS Western Sussex Hospitals
If you feel you would like to be present during your examination, please inform a member of staff who will be more than happy to arrange this for you.

Free WIFI
Connect your device to 'WIFI Guest' network for free internet access
www.westsussexhospitals.nhs.uk

STUDENT RADIOGRAPHERS
Students are always under the supervision of a qualified member of staff and should always wear their ID badge. It is the Patient's right to choose whether or not to take part in student learning. If for any reason you would like to exercise this right and not have a student present during your examination please inform the Radiographer who will ensure that your wishes are respected.

Western Sussex Hospitals NHS Foundation Trust
Patient First *where better never stop
Welcome to Radiology

weQuality
Southdowns Hospital
Outstanding

COVID-19
Wash HANDS
Cover FACE

Personal information, is used and how you want to see it

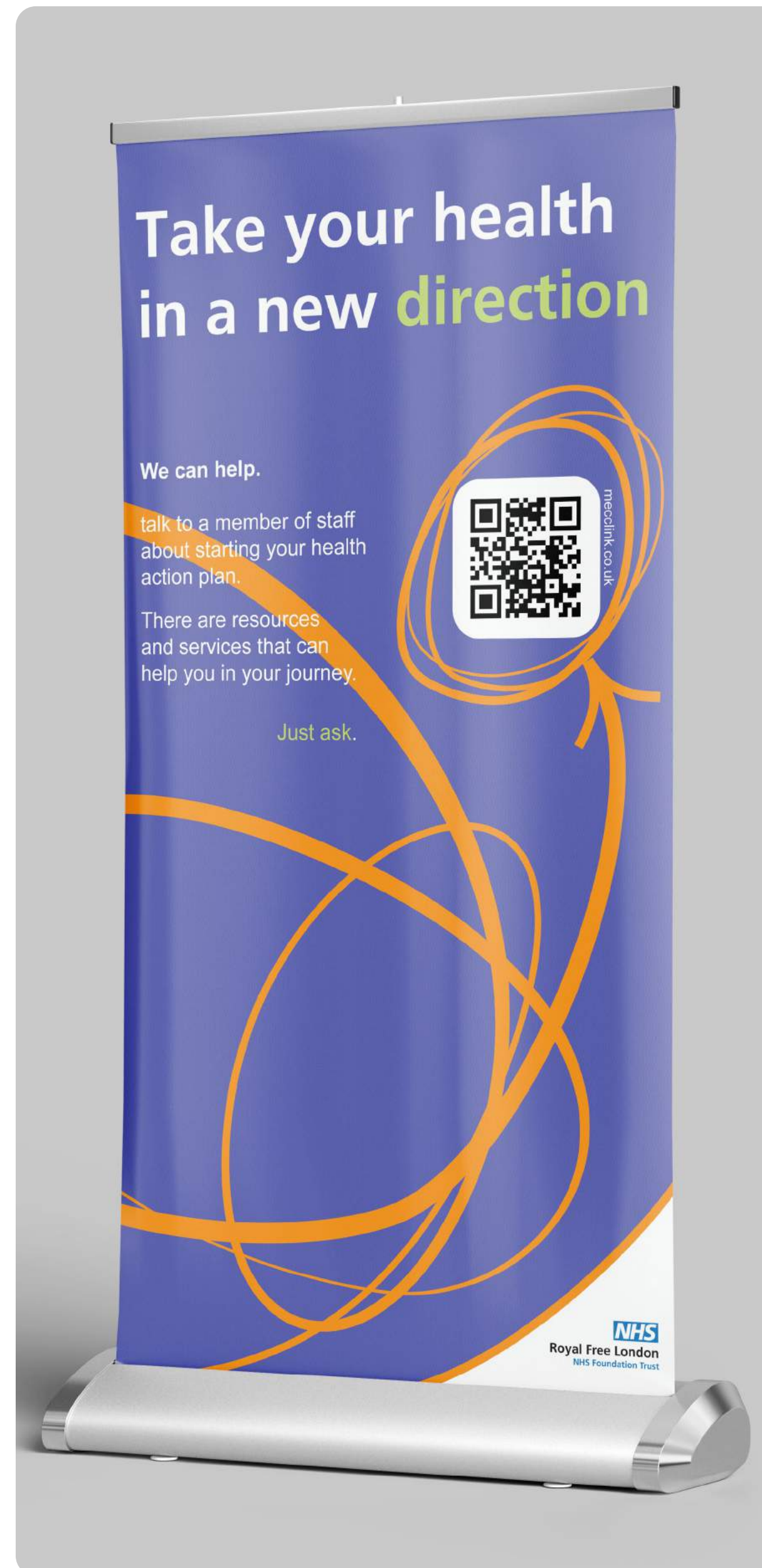
Please ensure that you take anything of value e.g. jewellery, mobile phones, wallets etc into the X-ray room with you.
The Trust cannot be held responsible for any loss if these items remain in the cubicle.

PLEASE BELONG TO THE CAFE
PLEASE MAKE A BETTER PLACE FOR YOUR APPOINTMENT
PLEASE MAKE A BETTER PLACE FOR YOUR STAFF
PLEASE MAKE A BETTER PLACE FOR THE PATIENT

Roll out

This design was then rolled out to various materials including Pull-up banners, Business cards, a Brochure, and Screens. With the screens, I used motion design to illustrate the concept.

With the roll-out, they wanted to be able to make changes to the copy. So I translated the design from Illustrator and Indesign into PowerPoint files.



Thank You

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Ben Platten



CV



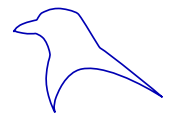
Creative



Adaptable



Diligent



Inquisitive

London, UK

Experience

Graphic Designer, Placement

Rose Design Co. (2024)

I worked with Rose design to quickly create high quality graphics for their various clients. Often assisting other members of the team to complete complex solutions to briefs. I was tasked with designing print to digital marketing materials.

Freelance Graphic Designer

Dingo Recruitment (2023- Present)

I led the development of website graphics, provided art direction, and designed marketing materials and exhibition graphics. Additionally, I revitalized the branding to align with the company's expansion into new markets.

Artworker and Junior Designer

Studio HB (2024)

My main task at Studio HB was to art work designs for exhibitions and plaques seen in exhibitions. I also helped with creating pitches for new contracts.

Placement Graphic Design

Royal Free London NHS Foundation Trust (2023)

I collaborated with NHS Clinicians, in the creation of a campaign to help patients take control of their health.

Employee Trainer

Cass Art Kensington (2018 - 2020)

I conducted comprehensive training sessions to educate employees about artistic mediums.

Education

BA Graphic Design (First Class)

Middlesex University (2020 - 2023)

Engaged in live briefs from prominent entities such as Penguin and The Barbican. My skill set encompasses conceptual thinking, branding, typography, coding, and layout design, UX/UI and App Development. Additionally, I excel in the art of presentation design.

Certificates

UX Design Certificate

Google + Coursera (2020)

User Research, Ideation, Wireframes, Mockups

Best Director

Regional one act play Alberta (2012)

Creative direction, Set and Lighting design, Interpersonal Communication

Competencies

Adobe Creative Suite

Figma

Marketing and Print

Exhibition Design

Art Direction

HTML, CSS

Say Hi!

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