

# MINDY BENHAM

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@mindy\_benham on Instagram, Twitter, and Pinterest

## Associate Creative Director, TRAFFIK Advertising

2018–present (1 YEAR)

---> Video and photo shoots: responsible for all aspects from storyboard creation, to actor and voiceover talent casting, wardrobe, prop fabrication, location scouting, studio rental, permits, and music selection

---> Campaign concept creation for clients in tech, healthcare, automotive, and education; themes developed into websites, direct mail, digital and print ads, videos for broadcast and web

---> Client presentations, from research findings to creative deliverables, in-office and on-location

## Creative Director, Orange Coast magazine

2008–2018 (10 YEARS)

---> Lead designer and supervisor for creative team: three designers, staff photographer and department assistant

---> Directed studio and location shoots: food, lifestyle, fashion, retail, home, portrait, and travel

---> Recruited and hired for staff positions, plus hired local and remote freelance photographers, illustrators and designers

---> Social media graphics and strategic planning, also social media-based research

---> Monthly and long-term budgeting

---> Three-time finalist for Designer of the Year through the City and Regional Magazine Association; other awards from the Western Publishing Association and Society of Publication Designers

## Art Director, Las Vegas Life magazine

2006–2008 (2 YEARS)

## Assistant Art Director, Milwaukee Magazine

1997–2005 (8 YEARS)

## University of Wisconsin – Milwaukee

Bachelor of Fine Arts, with honors.  
Triple Major: Graphic Design,  
Drawing & Painting and Art History

## Porto Design Summer School

In July 2015, I was selected as one of 16 designers from around the globe to gather in Portugal to share ideas and refresh our visual thinking habits.

## WHAT ELSE?

■ My husband and I recently bought an Eichler home in Orange, which means waking up to California-cool design and returning to it every night.

■ Travel is a passion. In the past few years I've explored Barcelona and Madrid, London, and Paris, and took a trip to Singapore and Bali with my 12-year-old godson.

■ To solidify my status as an O.C. resident, I won a blue ribbon at the Orange County Fair for my sweet corn cookies.

■ Frequent concert-goer, from the final show at Irvine Meadows to the opening of FivePoint at the Great Park, with a few festivals in between.