

MINDY BENHAM DESIGN, LLC

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@mindy_benham on Instagram, Twitter, and Pinterest

WHAT I'M GOOD AT

- > Layout design, including Photoshop magic and template creation
- > Photo and video shoots: producing all aspects from storyboard creation, to actor/model and voiceover casting, wardrobe, locations, studio rental, permits, and music selection. I've directed shoots for food, fashion, retail, home, portrait, and travel.
- > Creative team development, starting at screening and hiring, with a focus on talent retention. I've also hired local and remote freelance photographers, illustrators and designers.
- > Campaign concept creation, with themes developed into websites, direct mail, digital and print ads, videos for broadcast and web

WHERE I'VE WORKED

Freelance, Irvine Company corporate communications 2019-present
Associate Creative Director, TRAFFIK Advertising 2018-2019
Creative Director, Orange Coast magazine 2008-2018
Art Director, Las Vegas Life magazine 2006-2008
Assistant Art Director, Milwaukee Magazine 2000-2005

WHERE I'VE LEARNED

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 I'VE ACHIEVED

- > Three-time finalist for Designer of the Year through the City & Regional Magazine Association
- > Multiple Maggie awards from the Western Publishing Association, including Best Editorial Layout, Best Overall Publication Design, and Best Cover
- > Merit award from the national Society of Publication Designers, with inclusion in their 50th design annual

WHAT ELSE?

► My husband and I recently bought an Eichler home in Orange, and it's great to be surrounded by California-cool design.

► Travel is a passion (between projects, of course!). 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.