

# Ben Kendall

## Skills

html, css, project management,  
digital strategy, experience design,  
video production, dfa6, illustrator,  
photoshop, flash, basic php/mysql

## Education

Honours BA Business Administration  
School of Business and Economics  
Wilfrid Laurier University  
June 2009

## Interests

photography  
emerging technologies  
interface/experience design  
solving puzzles  
finance  
gaming

## Work Experience

### [Analytics + Digital Product Manager](#) / Wieden+Kennedy / Jan 2010 - Present

Currently working alongside a team of developers and designers to create a scalable, proprietary analytics platform. Analyzed the requirements for the project and ideated the core features and experiences.

### [Digital Traffic Campaign Manager](#) / Wieden+Kennedy / May 2010 - Dec 2010

Acted as technical liaison between creative agencies, publishers, Google (rich media), and the Wieden+Kennedy media team. Managed implementation of banner creative, video assets, and tracking pixels within creative and client web properties.

### [Integrated Production Intern](#) / Crispin Porter + Bogusky / Jan 2010 - Apr 2010

Assisted integrated producers with large-scale projects, including various microsites, Facebook applications, experiential + live broadcast campaigns, and video production. Used technical knowledge to concept ideas for clients, and internal projects. Drafted UX work for incremental features on Bcycle.com and an internal mobile application.

### [Freelance](#) / Ongoing since 2007

Crafted tailored design, and produced small to mid sized websites including fully integrated CMS sites. Functioned primarily as a project manager, and user experience/graphic designer.

## Volunteer Experience

### [Creative Director](#) / 5 Days for the Homeless: National / Jan 2011 - Present

Working on the national rebrand for 5 Days for the Homeless - a campaign that raises awareness and support for homeless youth. The campaign raises over \$200,000 per year across Canada.

### [Coach](#) / JDC: Central Business Competition / Sept 2009 - Feb 2010

Worked alongside the captain and executive team to recruit and train 25 individuals. Our team placed top 3 in 9 out of 12 categories, and first overall. Previously competed in the 2009 JDC: West competition on the finance team, where we won the prestigious "Ontario School of the Year" title.

### [Design Coordinator](#) / SBE Students' Society / Mar 2008 - Apr 2009

Designed all communications for our brand, and portfolio of events. This included our website, SBESS.ca, which was named WLUSU club website of the year. This role was integral in our rebranding efforts that resulted in a 70% surge in awareness.