

BEN HEBER

✉ benjamin.heber@gmail.com

☎ 317.410.0755

in linkedin.com/in/ben-heber/

Summary

Multidisciplinary design leader with deep experience in UX, print, and digital—driving creative strategy and execution across diverse industries in fast-paced, small-agency and start-up environments. Inspired by curiosity, driven by results.

Professional Experience

Art Director | THE PLAID AGENCY

January 2025- Present

- Lead creative direction for 25+ client accounts spanning healthcare, workforce development, tech, and consumer brands—translating strategic goals into thoughtful UX, digital, and print solutions.
- Drove a 200% increase in sign-up conversions within three months through creative advertising and marketing strategy for a workforce development conference, generating key business leads for two flagship clients.
- Secured two six-figure project accounts by revitalizing agency web presence and UX strategy, aligning design with business goals to drive measurable growth.
- Develop scalable design systems and operational workflows to increase team productivity and future-proof creative execution.

Senior Visual Designer | THE PLAID AGENCY

November 2023 - December 2024

- Modernized agency branding through refreshed visual systems, typography, and digital assets—improving brand perception and competitive positioning.
- Spearheaded UX overhauls for client websites, focusing on mobile-first design, intuitive navigation, and accessibility.

Visual Designer | THE PLAID AGENCY

July 2022 - November 2023

- Led and assisted the production of 12 full-scale web design projects, nine novel brand campaigns, and 40+ marketing and advertising rollouts within year one.

Web Design Intern | Shure, Inc.

May - July 2021

- Authored a comprehensive web usability analysis of popular site product pages using heat mapping, conversion optimization, and Google Analytics
- Developed storyboards, wireframes, and prototypes for site pages through collaborative design workshops and human-centered design thinking

Projects

Product Designer | Moose Vinyl

September 2023 - Present

- Own user experience and interface design for startup application, crafting a user-friendly online marketplace and collection management system for vinyl enthusiasts and record stores
- Conduct beta testing for app usability and product viability through task-based usability assessments, focus groups, and one-on-one user interviews

Education

Ball State University

2018-2022

Journalism Graphics, BA

Spanish, Minor

Marketing, Minor

Certifications

UX Design Certification | Google

May 2022

Honors & Awards

Davey Award, Silver | The Davey Awards

November 2023

- Awarded for outstanding web design for client, Lewis Wagner

Rookie of the Year | THE PLAID AGENCY

December 2022

Top 100 Student | Ball State University

February 2022

Best in Show | Ball State University

Computer Science Department

November 2022

- Awarded for Department Art Show submission, 'Distorted Reality', a digital art collage made with Python

Tools & Platforms

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Webflow
- Canva
- Final Cut Pro
- Miro
- Google Workspace