

BEN PATTISON

PORTFOLIO



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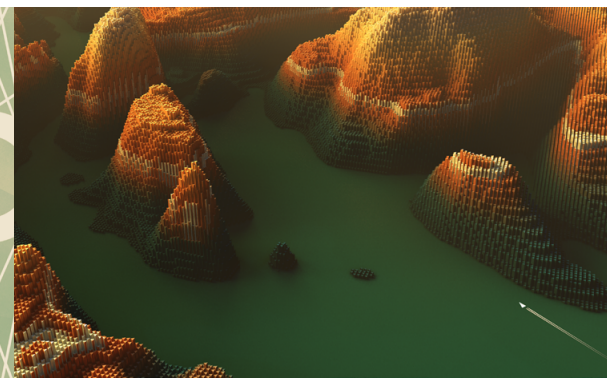
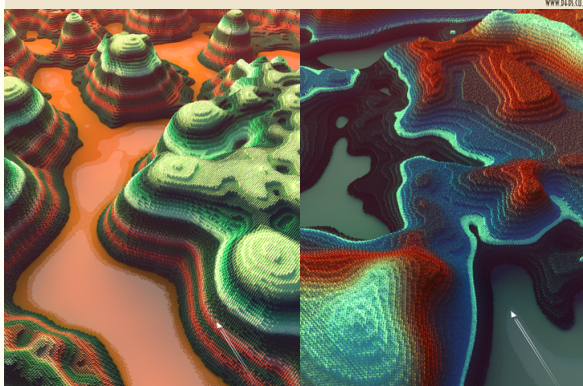
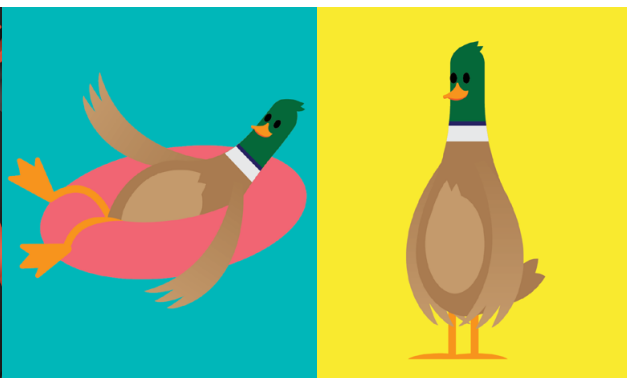
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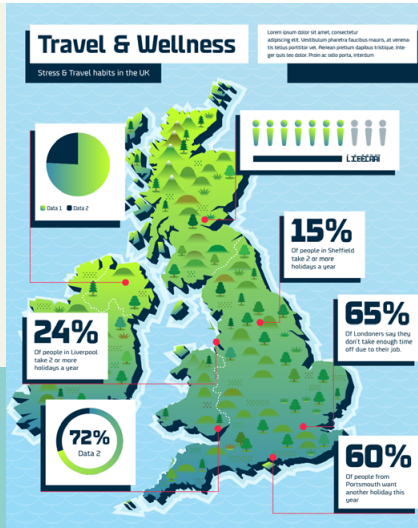
Photoshop & renders

A collection of graphics from the last few years including some personal artwork renders, DFDS Anniversary posters, some preliminary designs for the float duck (shown later) and a redrawing of a festival poster I originally did a few years ago.



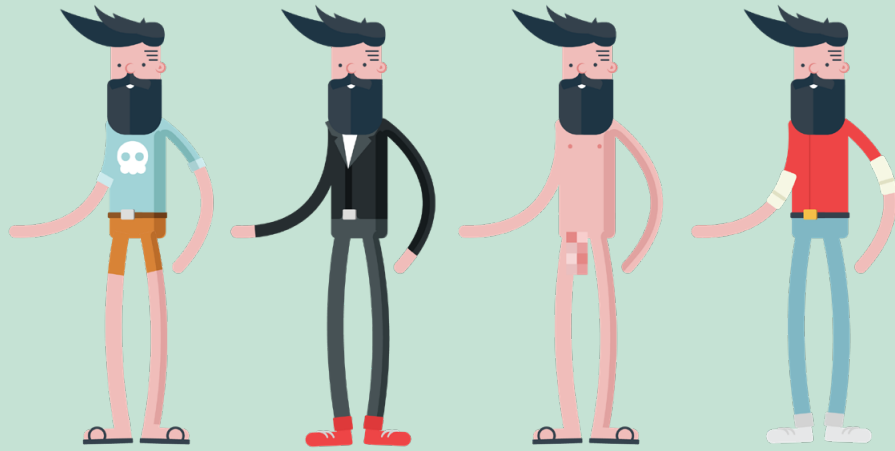
Social & Infographics

A collection of graphics from the last few years including some infographics, a DFDS competition entry and various social posts.

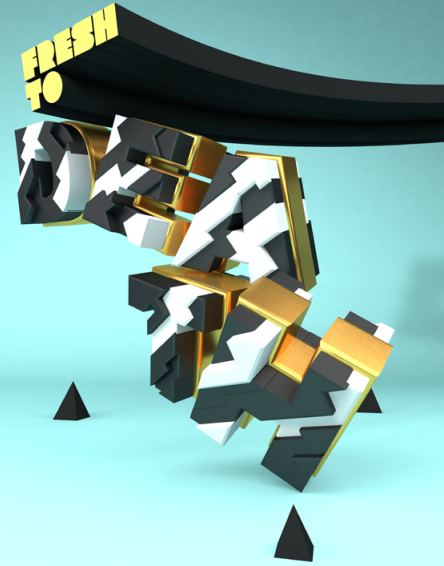


Renders & misc

A collection of graphics from the last few years including some personal renders and social posts.

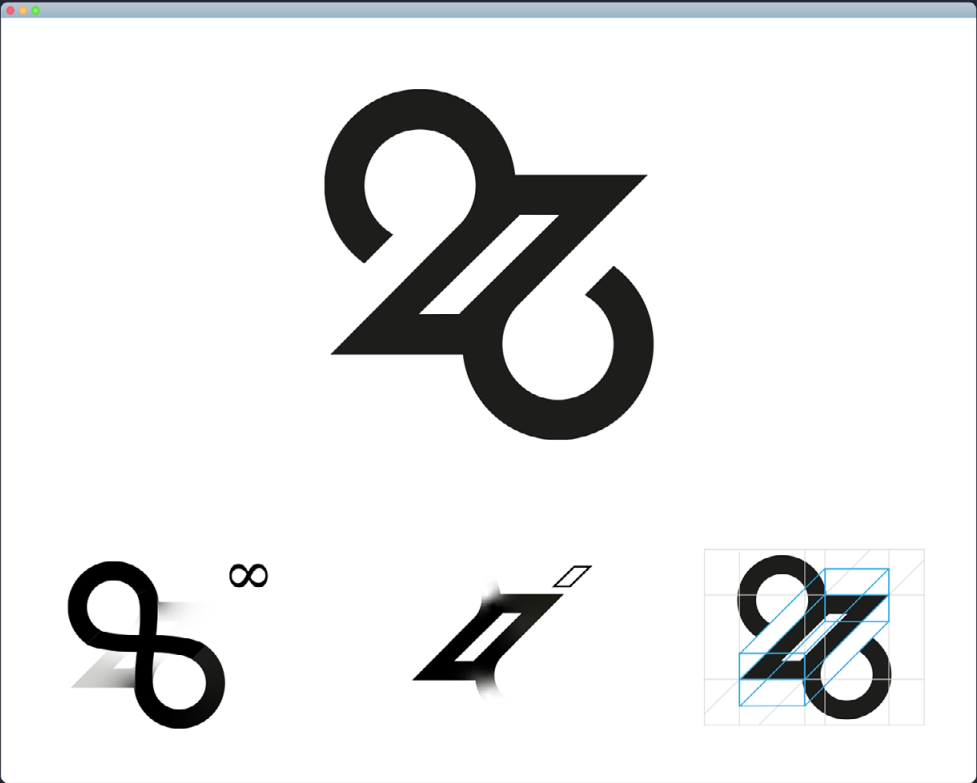
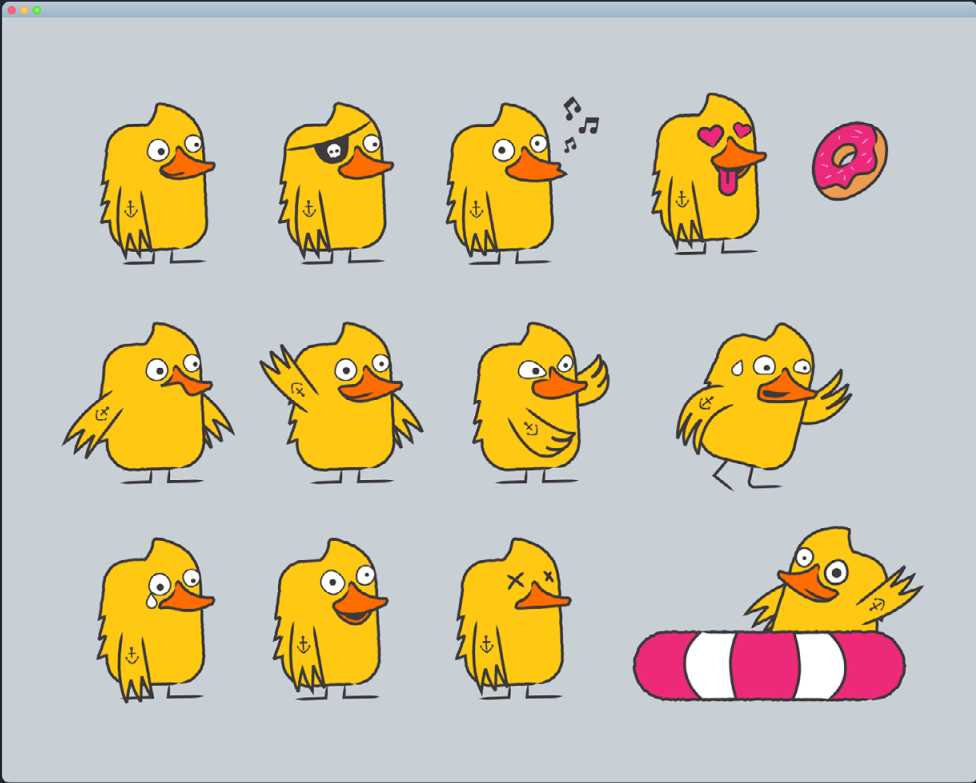


Craft
Work



Float Duck & 26 Logo

An example of simple character/mascot design for float. They wanted their mascot to be slightly punkish and rough to reflect their disruptive business model. Figure 2 is the logo design for my previous agency 26. They wanted to move from a word mark to a more symbolic representation of the company. I incorporated the infinity symbol, a forward slash and dynamic lines to represent the company values, its also an ambigram.



Covent Carbon Capture

Covent carbon capture was an internal project designed to be installed in the head office foyer in London. The idea was to represent a carbon offset scheme based on the carbon emissions of cars passing the office. I was involved with the basic concept and mechanism and designed and built the graphics. More info can be found by following the link to the article below.



[View the article](#)

Arla Open Farm

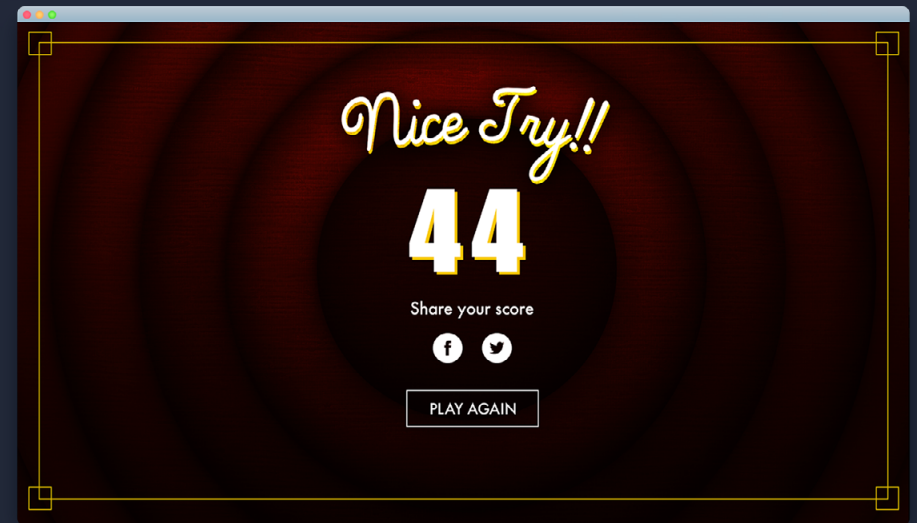
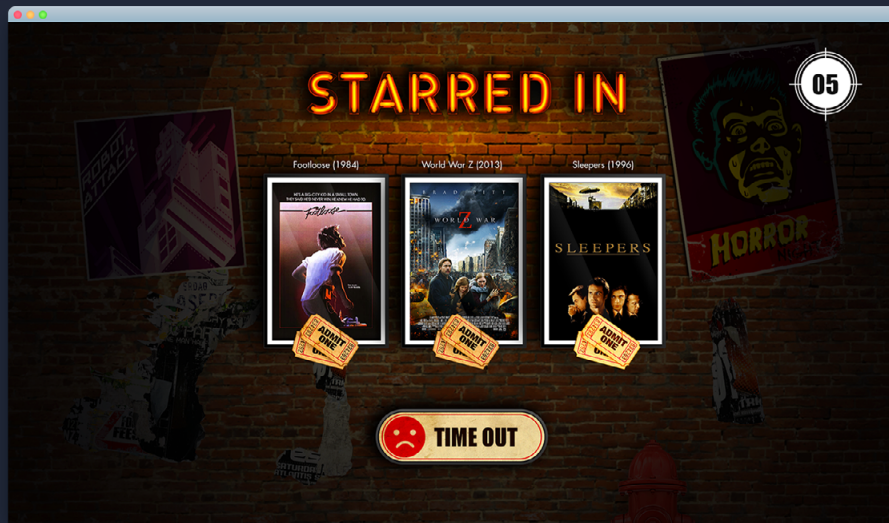
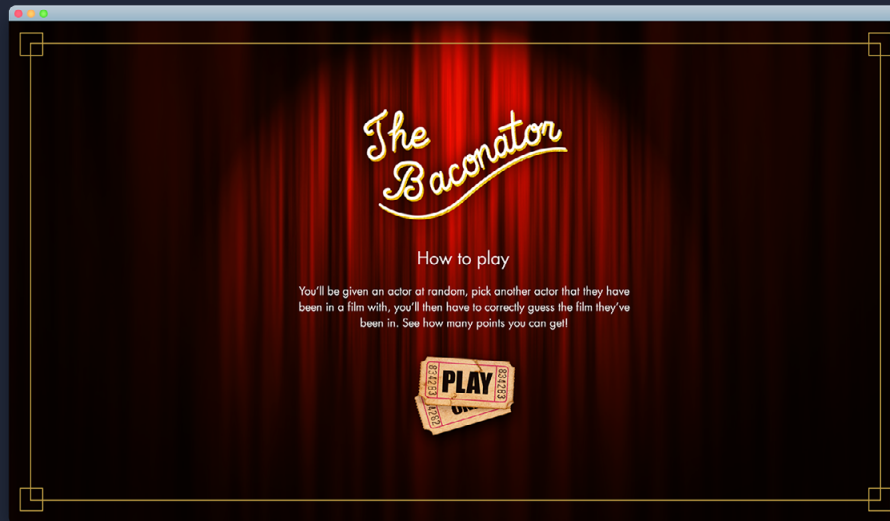
Arla Open Farm is a scheme that Arla runs to introduce young children to the farming process and educate them about where their food comes from. My task was to create an online representation of this that would be fun and interactive that would also act as a hub for parents and teachers to educate children. I was given some time to work up a concept and we presented to Arla as a fully realised animation.



[View the site](#)

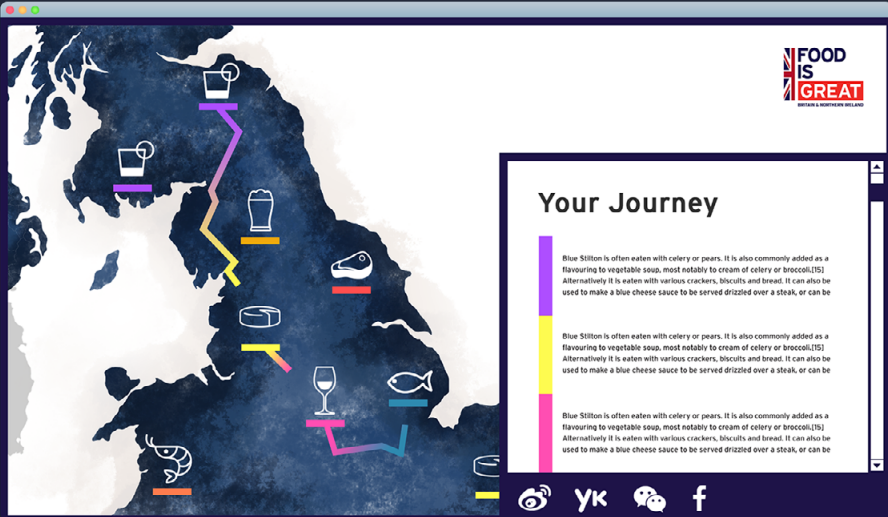
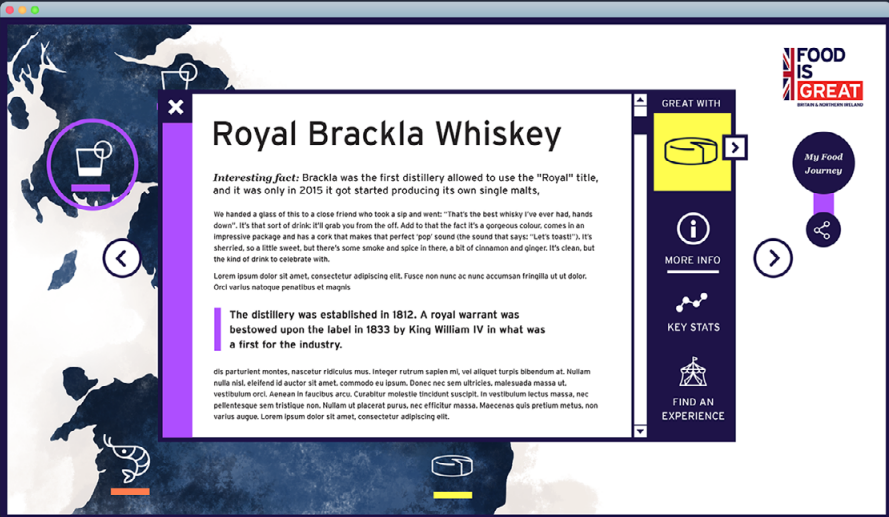
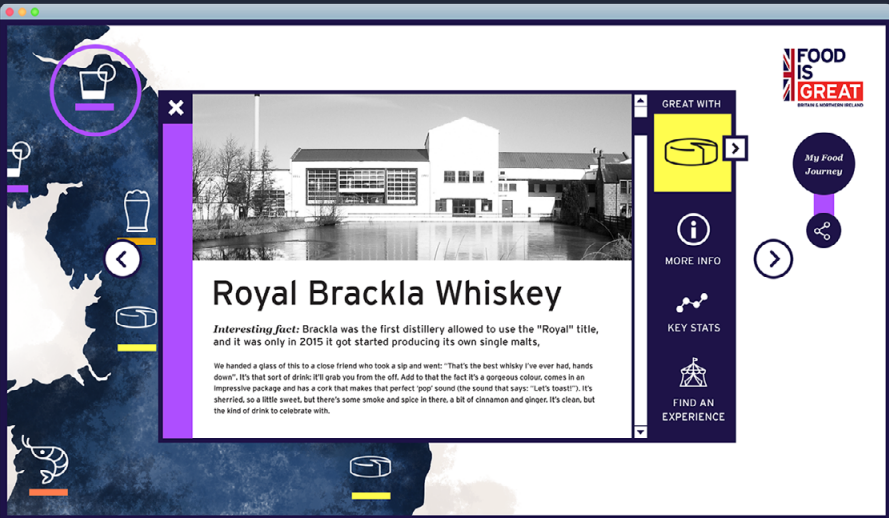
The Baconator

A design concept for a 6 degrees of separation game called the Baconator, the concept being that you match up movies and actors that have starred with Kevin Bacon.



Defra interactive map

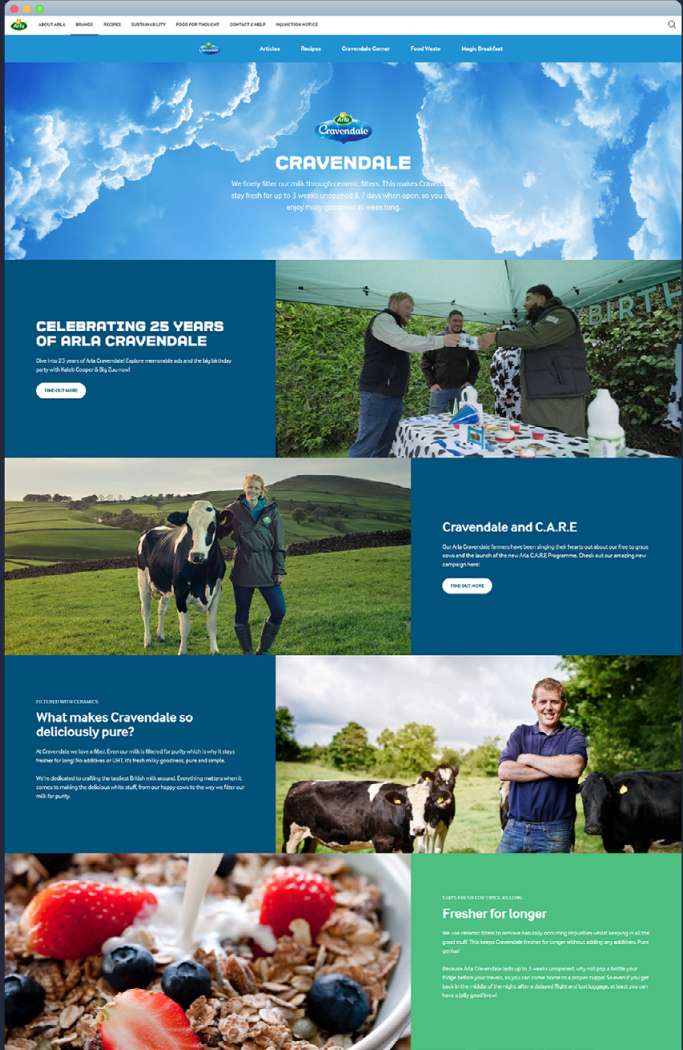
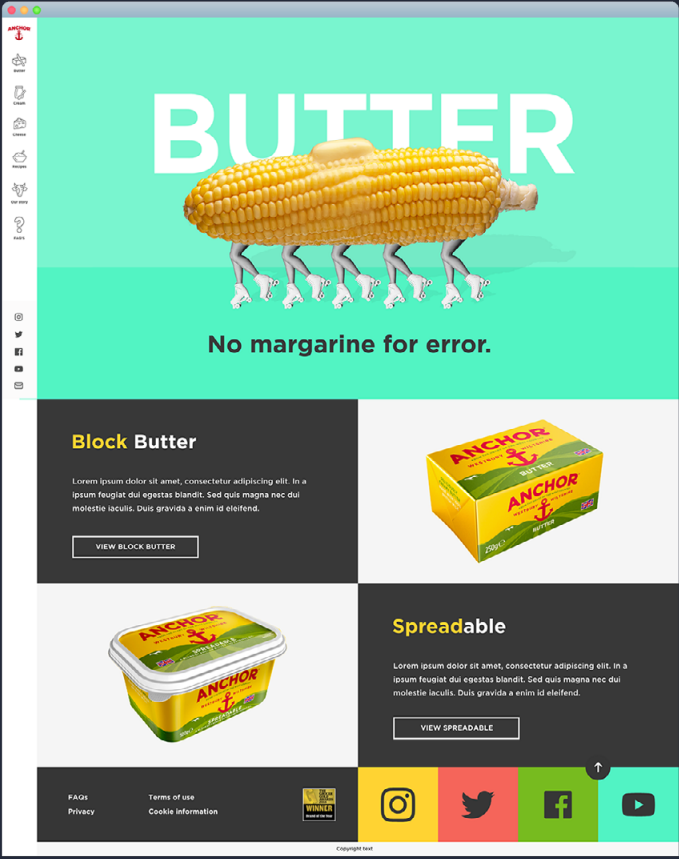
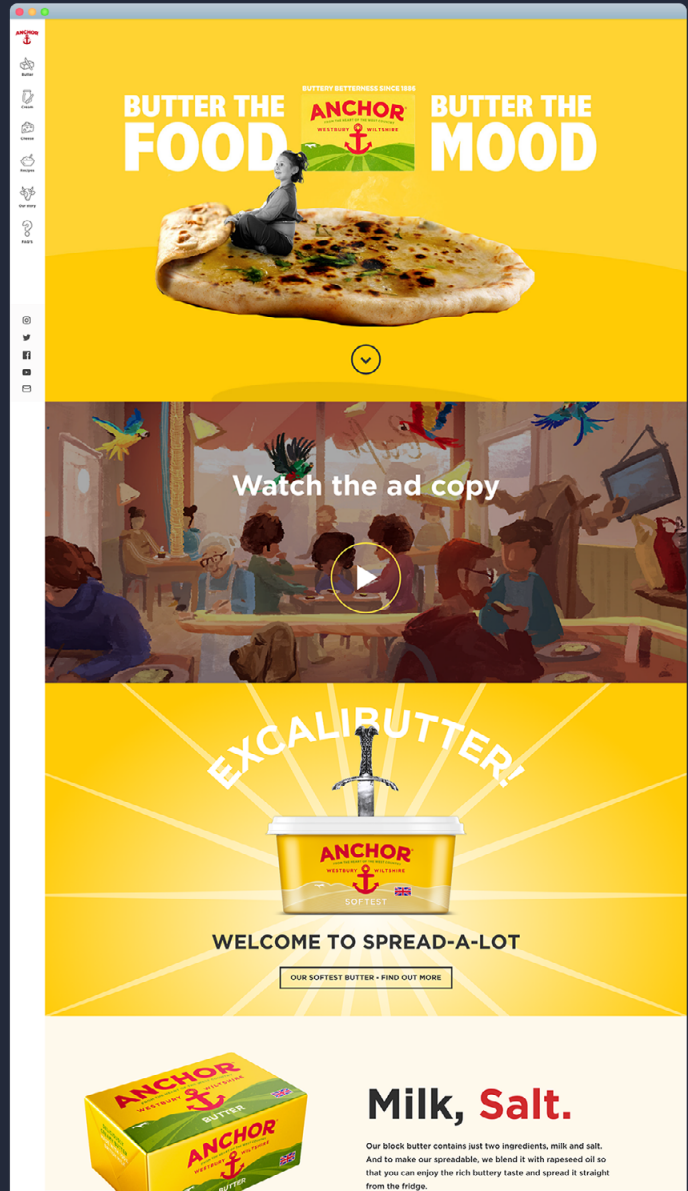
An interactive map designed for Defra to introduce people to the various speciality foods available in the uk, to advertise the foods globally.





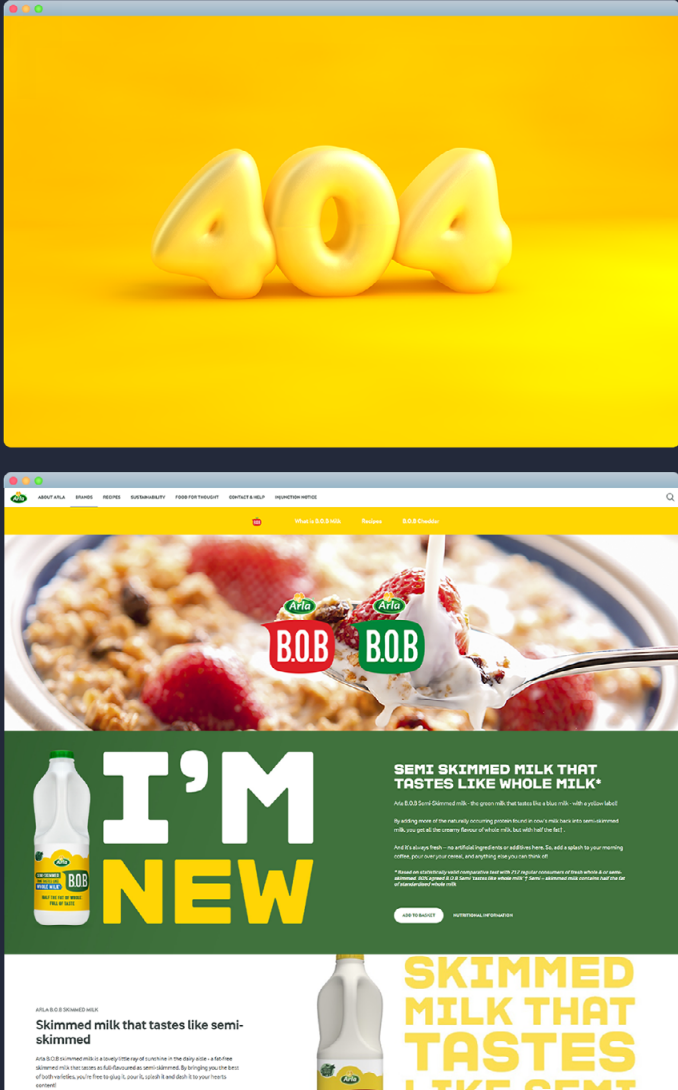
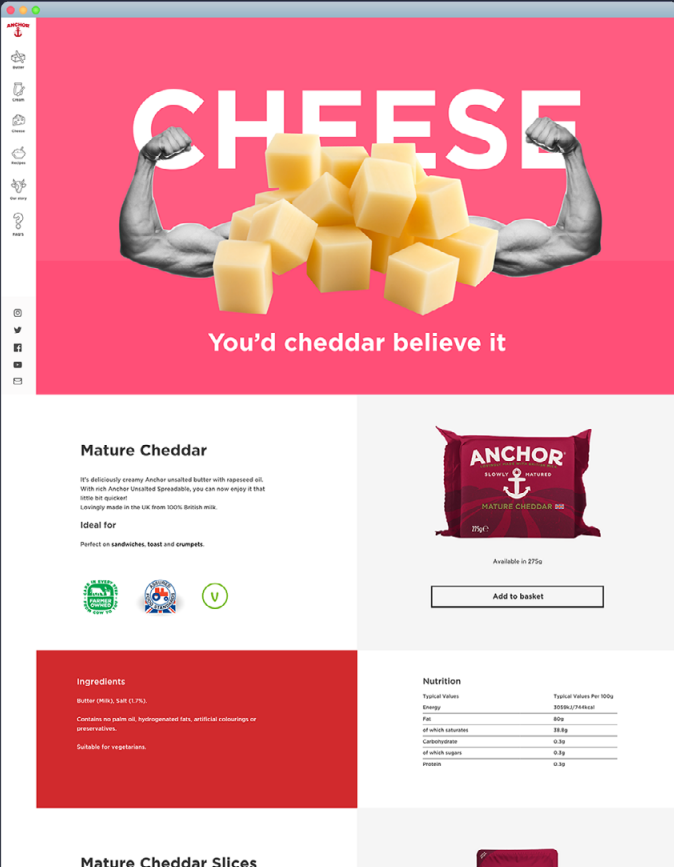
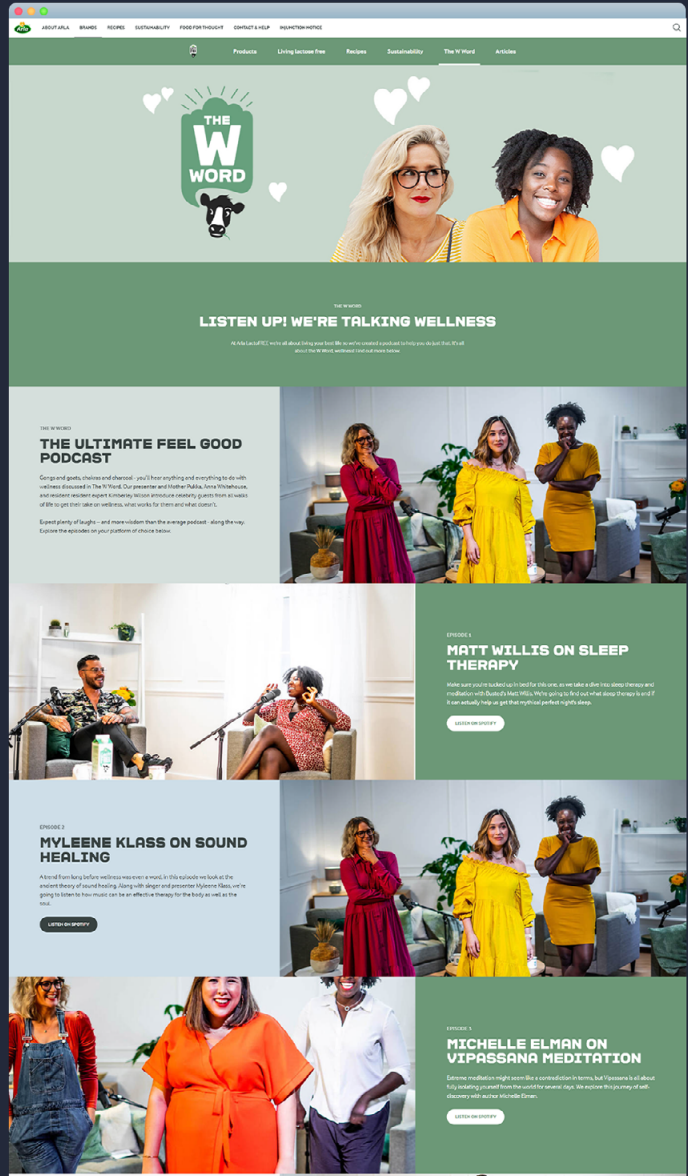
Arla foods

Throughout my tenure at 26 I worked on dozens of Arla projects including various concepts and changes for Anchor butter. It was important to include their irreverent branding style in the designs, some puns made it, some didn't.



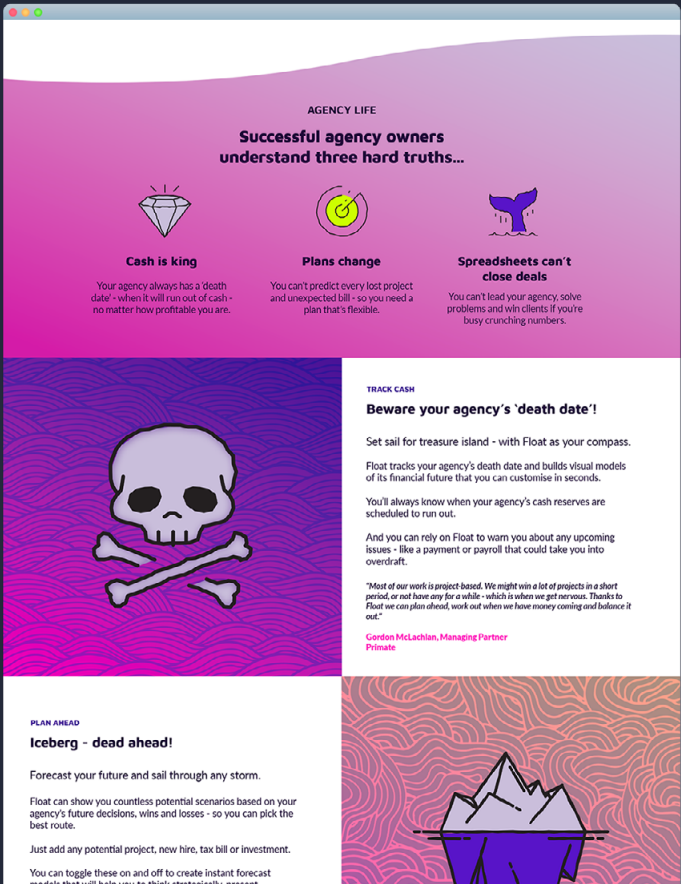
Arla foods

This included learning Optimizley their CMS which I would administer on an almost daily basis as well as building page concepts straight into the CMS.



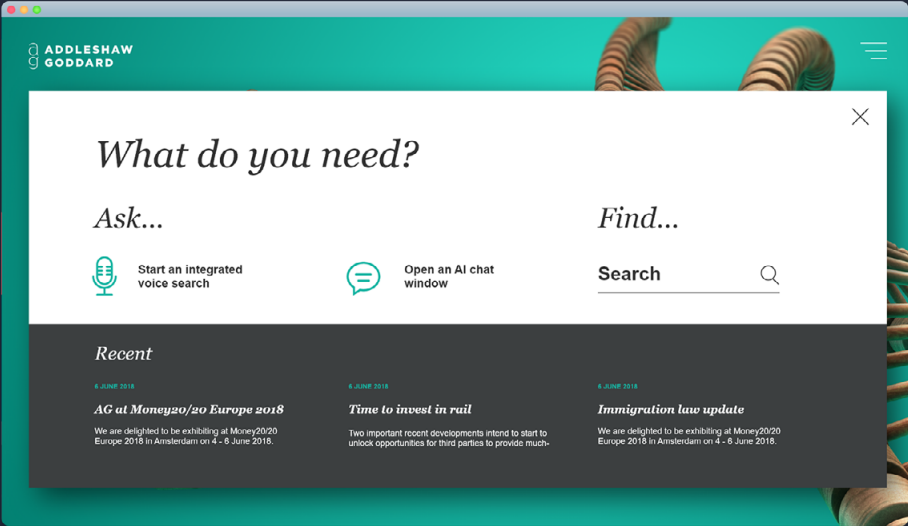
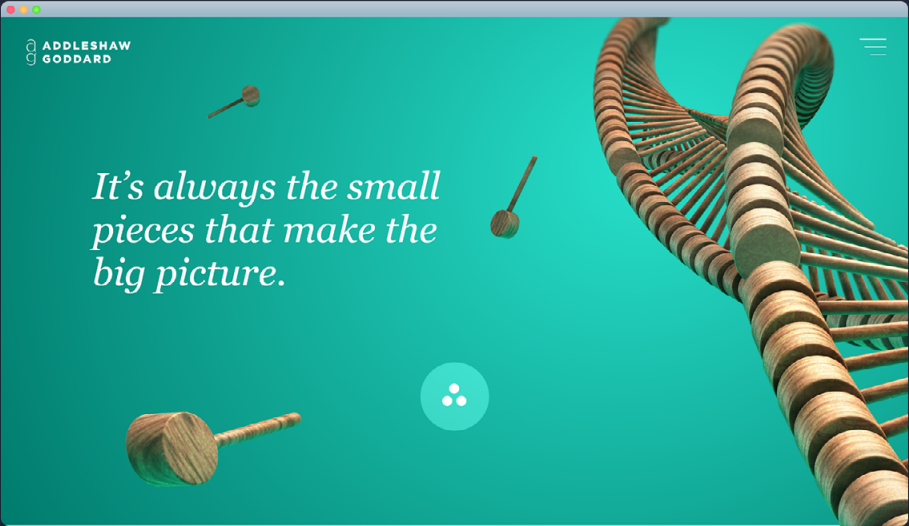
Float design concept

A concept design for Float - Here are included 2 variations in blue and pink, this was a very fast turn around which included the duck character, brand guidelines, and various stylisations and illustrations.



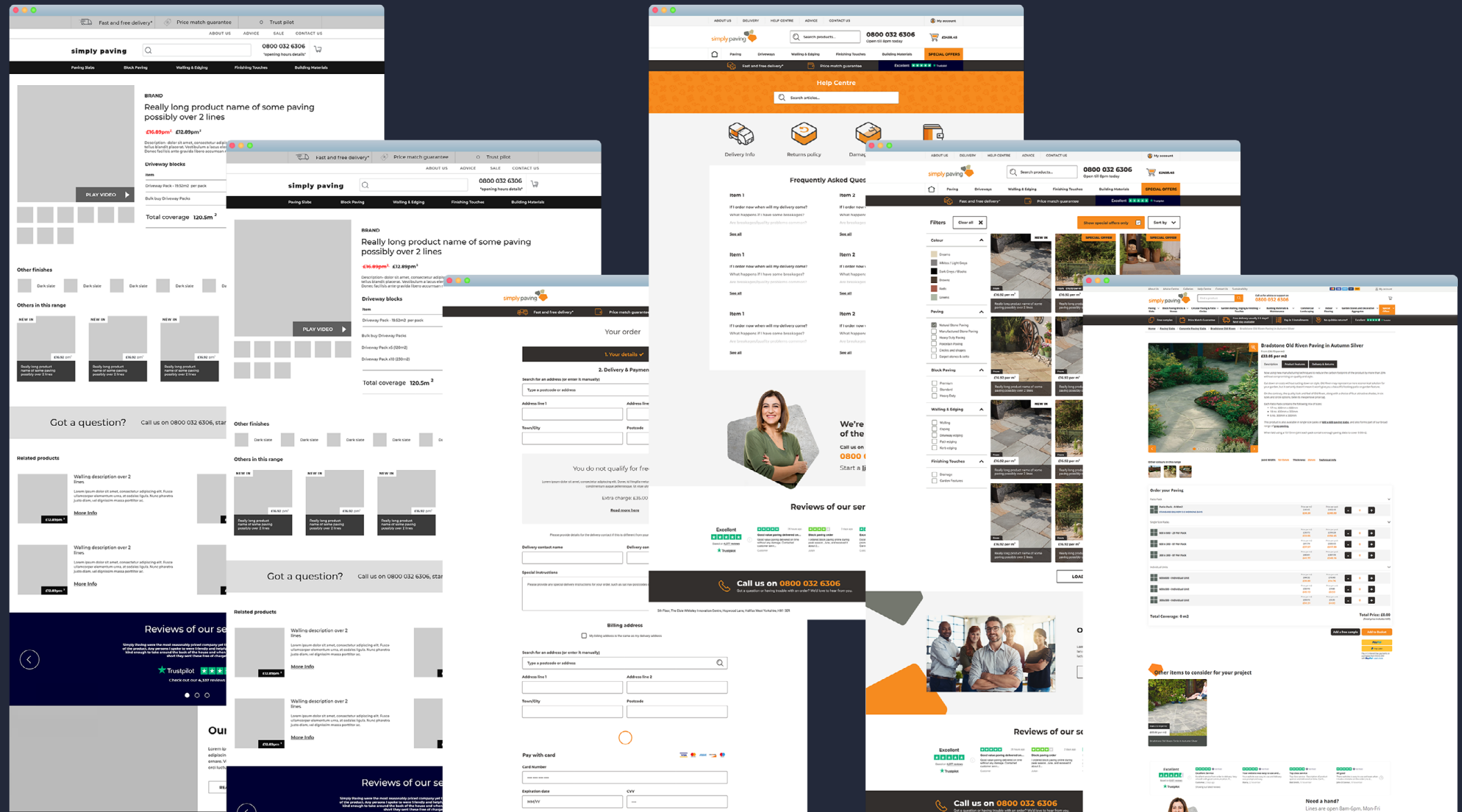
Pitch concepts

I regularly provided resource for pitches including coming up with unique ideas for what otherwise would be very basic (in terms of functionality) websites.



UX & UI Design

Simply paving is part of Aggregate industries, I created the UX and web design for this site which had some interesting challenges due to the variation of each product and the variation of products themselves. A lot of traffic to customer service was people concerned with ordering specific shapes and amounts that weren't available on the old website. The aim of this new design was to alleviate that need by providing a comprehensive way for customers to order exactly what they needed via the website.



UX & UI Design

The unique thing about this site was the style and the UX considerations around the online concrete calculator. Initially the only thing the client had was the logo so I also designed the brand guidelines and styleguide.

