ben walsh cv

Senior creative // graphic designer // AI innovator

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about

Senior creative and graphic designer with over 25 years design experience spanning; e-commerce, websites, branding, motion graphics, video editing, AI and virtual reality. I specialise in distilling brand stories to their essence, delivering impactful communications that resonate and drive action.

I've worked across an extensive range of clients and sectors, from startups to global brands including Adidas, Universal Music, Abbey Road Studios, Pinewood Studios and the British Olympic Association, and won a Welsh BAFTA for pioneering 360° video and virtual reality. More recently I've become fascinated in AI innovation, including a custom built AI fashion photoshoot pipeline. And I've also got a good sense of humour too, at least I think so!

career

Celtic & Co - E-commerce Fashion Brand // (2020 - 2026)

Senior graphic designer / Video editor / AI problem solving.

Website design, digital advertising assets and email creative, plus 360° immersive video content including footage of King Charles and the handmade slipper-making process. Led AI innovation across the marketing team (see above).

Self Employed // (2018 - 2020)

Freelance, Senior graphic designer / motion & VR graphics.

Atticus Digital // (2000 - 2018. 3 changes of ownership)

Creative agency, senior creative / graphic designer / 360 videography / motion & VR graphics.

Early Career //

Graphic designer and pharmaceutical packaging artworker at Design Systems, Bi-Design and Penknife. Internship at Propp & Guerin, San Francisco, USA.

highlights

Welsh BAFTA Winner //

Pioneering 360° video for a virtual reality windsurfing experience.

Abbey Road Studios //

Print brochure for the legendary studio, sent to top recording artists including Sir Paul McCartney and Ringo Starr; received personal praise from Yoko Ono.

AI Fashion Photoshoot //

Built a customised AI fashion photoshoot pipeline, cutting production time by 60% and increased on-site engagement (full detail below).

Ian Brown (Stone Roses) //

Album cover artwork for a solo studio album and two singles, for the former Stone Roses frontman & cultural icon.

Australian Government //

Motion graphics for a renewable energy explainer video, presented to the Australian Prime Minister and President Obama.

Rio Olympics 360° Shoot //

Filmed a 360° virtual reality guided tour of the Team GB Olympic headquarters in Rio.

AI projects

I view AI tech as simply the latest tool. To be treated as an extension of, rather than a replacement for core design skills.

// Pioneered the adoption of AI tools across the marketing team, working beyond my graphic design role to improve efficiencies and workflows.

// Refined briefing and marketing strategy processes by recording and transcribing meetings, automatically rationalising the content, and producing overviews, then proposed design briefs/strategies for review.

// Built a virtual fashion photoshoot pipeline in AI to solve a 25% shortfall at sister company Kettlewell, where an audit found garments were being shown as flat cutout photography rather than on models. Cut production time by approximately 60%, increased photography output and model variety, and improved on-site engagement through richer product imagery. The same pipeline later corrected garment sample discrepancies between early and final production versions, avoiding costly reshoots.

// Currently designing an AI-driven model-testing workflow: A/B testing identical garments across different model demographics to identify the most engaging and highest-converting model type.

skills

Creative & Design //

Graphic design, website design & assets, branding, corporate identity, print, UI design, social media design, creative concepts, art direction, infographics, AI, basic CGI modeling and animation.

Motion, Video & Immersive //

Motion graphics & animation, 3D/2D animation, video editing, 360° video filming & production, virtual reality & augmented reality asset production.

Software //

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere etc.), Figma, Affinity, Claude Design, Runway AI, Claude Cowork, Claude Code, HTML & CSS coding, CMS websites, Lightwave 3D (CGI), Microsoft Office.

education

BA (Hons), Graphic Design
// Bristol

HND, Graphic Design
// Falmouth

references

Available on request

self-initiated

Kernowfornia

My passion project, a sustainable surfwear e-commerce micro-brand. Selling hand screen printed t-shirts and hoodies. www.kernowfornia.net

AI Music Production

A personal experimental project composing music, using AI app Suno. Having fun and exploring the creative possibilities of AI-generated music.

AI Autobiography Ghostwriting

A freelance project, transcribing an author's audio recordings using Otter AI. Then editing and restyling the text into an engaging, humorous narrative in the spirit of travel writer Bill Bryson. Now under consideration by an Australian production company for a television adaptation.