

BENJAMIN FAIRLEY

Senior Graphic Designer

- Branding & Identity
- Large-Format Graphics
- Print Production

CONTACT INFO

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EDUCATION

The Art Institute of Seattle
Associate's Degree
Visual Communications

The Art Institute of Colorado
Bachelor's Curriculum
Multimedia

CORE STRENGTHS

- Branding & Identity
- Vehicle & Fleet Graphics
- Signage & Environmental Design
- Large Format Print Production
- Production-Ready Artwork
- Project Management
- Client Relations
- Adobe Creative Cloud

SOFTWARE

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
- FLEXISign Pro • Microsoft Office
- Google Workspace



PROFILE SUMMARY

Senior Graphic Designer with 20+ years of experience developing branding, vehicle graphics, signage and marketing materials for businesses throughout Colorado.

Combines creative design with real-world production expertise, managing projects from concept through installation.

PROFESSIONAL EXPERIENCE

FAIRLEY CREATIVE LLC

Owner | Senior Graphic Designer, 2011-Present

- Designed branding, vehicle graphics, signage, and marketing collateral.
- **Managed projects from concept through installation.**
- Prepared production-ready artwork for print and large-format graphics.
- Coordinated clients, vendors, printers, installers and schedules.
- Built long-term client relationships across multiple industries.

SELECT CLIENTS:

AAA Colorado, Automotive Avenues, Beaver Ranch Disc Golf Course, Centennial Leasing & Sales, Dabolio, Farmers Insurance, PDGA, The Wrap Collective

NOTABLE ACHIEVEMENTS:

Birdies for Bob ALS Charity Tournament (Event Director)

- Directed two annual ALS charity tournaments raising \$32,000+.
- Served 200+ businesses across Colorado.
- Delivered thousands of square feet of vehicle graphics and signage.
- Founded and grew a creative business serving clients across Colorado.

AAA Colorado

Graphic Designer | 2014-2021

- Created print and digital marketing campaigns for insurance, travel and membership programs.
- Designed brochures, advertisements, direct mail, and promotional materials for all of Colorado.
- Collaborated with internal marketing teams while maintaining AAA brand guidelines and standards.

• 20+ Years Experience • 200+ Clients • Thousands of Square Feet of Vehicle Graphics Produced & Installed • \$32k Raised for ALS Charity