BEN WHITON

GRAPHIC DESIGNER



PROFILE

Strategic Graphic Designer delivering high-impact visual storytelling across digital and print channels. Expert at translating marketing goals into compelling, brand-elevating designs, supported by strong skills in end-to-end project management, print production, and cross-functional collaboration.

CONTACT

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EDUCATION

Bachelor of Fine Arts, Major in Graphic and Digital Design

University of the Fraser Valley

HARD SKILLS

- Adobe Creative Suite
- Branding and Identity
- Graphic Design
- Social Media Management
- Digital Marketing
- Project Management
- Content Strategy

EXPERIENCE

Graphic Designer

The Canadian Brewhouse | 2026 - Present

- Developed Multi-Brand Assets: Created high-quality digital and print materials from initial concept to final output, including comprehensive designs for The Banquet, The Canadian Brewhouse, Canadian Icehouse, Ribeye Butcher Shop and T-Bones Fresh Meal Market.
- High-Impact Sports Campaigns: Partnered with the marketing team to translate creative briefs into visually compelling promotional materials for major events including the Super Bowl, NHL Stanley Cup Playoffs, and UFC PPV fight nights. Driving guest engagement and supporting business goals.
- Led Print Production: Managed complex print production for diverse formats from custom packaging dielines for wine labels, takeout boxes to large-scale in-store signage. Preparing press-ready files and collaborating with external vendors to ensure high quality.
- Brand & Workflow Management: Enforced strict, distinct brand guidelines across multiple hospitality brands simultaneously while organizing extensive digital asset libraries to efficiently meet high-volume creative targets.

SOFT SKILLS

- Creativity
- Collaboration
- Communication
- Problem-Solving
- Attention to Detail
- Time Management
- Adaptability

ACTIVITIES & ACCOMPLISHMENTS

(2017-2024) Fraser Valley Cascade Golf Team Member

(2022-2024) Fraser Valley Cascade Golf Team Captain

(2017-2018) CCAA and Golf Canada Team National Championship

AWARDS

(2024) Leard Robertson Memorial Endowment Leadership Award in Golf

(2023) Jacob Bros. Construction Endowment Leadership Award

(2022) Hasell Family Endowment Leadership Award

(2022) Paul J. Bertram Memorial Endowment Leadership Award

(2021) UFV Annual Leadership Award in Athletics

Freelance Graphic Designer

Ben Whiton Design | 2023 - present

- Create branding, marketing materials, and digital assets using Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Designed logos, print collateral, and social media content, aligning with client brand identities
- Managed multiple projects simultaneously, ensuring high-quality work and timely delivery
- Enhanced brand strategies with tools like Canva and Adobe XD for mockups and presentations

Graphic Designer + Marketing Associate

KMS Tools & Equipment | 2024 - 2026

- Create a range of materials following the company's brand, includes the monthly flyer, print materials, packaging, website designs, email campaigns and social media content using Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Thrive in a fast-paced, production-based environment, managing multiple projects while meeting tight deadlines
- Role involves quality check work, update website content and collaborating across teams to ensure professional and accurate communication

Junior Graphic Designer - Practicum

Chilliwack Cultural Centre | 2023 - 2024

- Contributed creative ideas for digital marketing campaigns to enhance brand awareness, utilizing Adobe Photoshop and Illustrator for designing visuals
- Organized and managed social media posts for the editorial department using Hootsuite for scheduling and Canva for creating engaging content.
- Assisted in designing promotional materials and visual assets for cultural events using InDesign for layout design and Adobe XD for mockups and visuals