

BENJAMIN D. FORDE

↳ contact

Scottsdale / Los Angeles
benjamin@fordesign.com
+1.310.600.7529

↳ about

Born in London, United Kingdom
Education in Paris, France
Graduated high school in 1988
Speaks Fluent French and English, w/knowledge of Spanish & Italian

↳ SCOPE OF EXPERIENCE

Branding, Communication, Digital and Design across a vast array of industries, vehicles and objectives combined with a hands-on, detailed understanding of the processes involved in photo and TV shoots, print production, interactive web applications, VIP talent management, on air, motion, complex fabrication and production management.

↳ July 2012 - present

FORDESIGN, CREATIVE DIRECTOR / PRINCIPAL, Los Angeles / Scottsdale / Dubai.

Fordesign is a marketing studio specializing in brand image, corporate identity, branding and advertising for a variety of clients mainly in the equine sports, extreme sports and luxury travel fields.

↳ December 2009 - June 2012

FAZZA SKY / SKYDIVE DUBAI, CREATIVE DIRECTOR Dubai, U.A.E.

Responsible for the image creation, brand development and marketing of Fazza Sky and Skydive Dubai. Work includes logos, advertising, merchandising, website development and maintenance, photography and catalog management, aircraft branding as well as community outreach and publicity management.

Additional responsibilities include logo development and merchandising for Inflight Wind Tunnels, Fazza Racing and Nad Al Sheba Stables.

↳ June 2006 - November 2009

AND COMPANY, ASSOCIATE CREATIVE DIRECTOR Beverly Hills, CA

Assigned primarily to the sports segment of And Company whose clients included ESPN, CBS Sports and the NFL; additionally, directed teams in pitches and campaigns for CBS, HBO, Sundance Channel, Bravo, FX, Lifetime and the Los Angeles Opera.

Work included branding, conceptualization and design of campaigns and television network print takeovers, photo shoots, on-air and interactive integration.

↳ May 2004 - 2006

FORDESIGN, PRINCIPAL, ART DIRECTOR Scottsdale & Tucson, AZ

Fordesign moves to Arizona. A new lineup of clients now include the skydiving and parachuting industry along with art galleries, local real estate companies and retail businesses.

↳ August 1995 - April 2004

FORDESIGN, PRINCIPAL, ART DIRECTOR Santa Fe, NM

After a transatlantic move, the birth of a graphic design studio in Santa Fe. With a strong focus on the arts, Fordesign grows working hand in hand with clients ranging from art galleries to the diverse and local dynamic performing arts scene, the small company also launches and produces magazines in those fields along with web sites, add to art core of clients new ones in the corporate aircraft charter, high end real estate, and luxury retail businesses.

↳ August 1993 - May 1995

NUIT DE CHINE, GRAPHIC DESIGNER Paris, France

Nuit de Chine is a design studio specializing in theatrical print sector and full packages for the music industry. Conceptualization and graphic design applied to band logos, album covers, marketing materials accompanying the release of new albums. Photoshoot art direction, music videos and the creation of theatrical posters.

↳ EDUCATION, 1988 - 1993 **ESAG '93** Jury's Honours, Paris, France

ESAG Penninghen, Parisian School of art and design offers 5 years of post Baccalaureate study and awards a degree in Graphic Design - Art Direction, which qualifies graduates for careers in image-making and visual communication: graphic design, advertising, motion, and 2D design in general. The final Master Grade Degree is awarded by an International Jury.

↳ EXTRA

Avid photographer, conceptual art, type, extreme sports, avid tec scuba diver and skydiver.

↳ clients

Amby Valley
The BIM hub
Icarus
Zedan Polo
Aerodyne Research
Numa'Na
Precision Aerodynamics
Art of Extreme
Mama Productions
SkydiveMex
Nad Al Sheba Stables
Mirage Systems
Fazza Sky
Skydive Dubai
HBO
Sundance Channel
CBS
CBS Sports
ESPN
NFL Network
NFL Red Zone
TNT
FX
FOX International
Canal +
LA Opera
Lifetime
Eric Firestone Gallery
Get Hypoxic
Canfield Gallery
Arizona Airspeed
Skyventure Arizona
Perris Valley Skydiving
Skydive Elsinore
Skydive Arizona
James Kelly Contemporary
SITE Santa Fe
Riva Yares Gallery
Santa Fe Ballet
Peyton Wright Gallery
Maria Benitez
Gebert Contemporary
Enchantment Airways
Cielo
Gypsy Baby
Nuage Bleu
Bellas Artes
Chiaroscuro
Cielo
The Santa Fe Opera
Performance de Santa Fe
EMI
WMG
Polygram
Vogue Music
Sony Musique France
Zbing
East West
BMG