

Benjamin Arnedo

CREATIVE DIRECTOR

Brisbane, Queensland, Australia · hello@benjaminarnedo.com · 0416 865 550
benjaminarnedo.com · linkedin.com/in/benjaminarnedo · github.com/buda-loco · **Australian Citizen** · English / Spanish

PROFILE

Creative director with 26 years across agency, in-house, studio and freelance work in Argentina and Australia. I came up making the work — type, code, camera, edit, motion — and taught it at university level for five years before I directed anyone. I still build: generative design systems, production tooling, and shipped software other designers use. Australian citizen, with government, NGO and private sector clients including the ACT Government. Bilingual English/Spanish. Brisbane-based, working remote.

EXPERIENCE

Creative Director — Independent practice2020 – Present

Brisbane, QLD / Remote FREELANCE

- Photography and creative direction for the **City Renewal Authority** (ACT Government) Winter in the City campaign — a two-week event generating **\$2.72M in local economic activity**, with 30,000 attendees at Glebe Park and 12,000 at Garema Place. Images ran in the Authority’s public campaign.
- Four consecutive years documenting the **Lunar New Year festival** in Dickson for the same client — event coverage, shopfront content and social media assets.
- Original brand identity for **National Triangle**, the tourism and promotion brand of the **National Capital Authority** (federal government), 2021 — the identity ran for five years.
- Designed and built **connectup.au** for the **University of Canberra** (2024) — an academic research project activating a student hub in Belconnen, ACT.
- Delivered website design and build, motion graphics and brand identity for private clients across Australia and Argentina — all remote, including an extended period working from overseas, as sole point of contact from brief to delivery.
- **Build generative design systems.** Construct components, variables and layouts programmatically by driving Penpot, Pencil and Sketch over MCP — producing editable design files, not images. Deliver pattern and asset engines clients run themselves to grow their own libraries.
- **Ship open-source tooling** — public at github.com/buda-loco. **Oxygen Skills:** the first Claude Code skill for Oxygen 6 / Breakdance WordPress builds, with a field guide and PHP toolbox. **WP Static Mirror:** serves a WordPress site as plain static files, removing the attack surface entirely rather than hardening it. **Color Palette Generator:** an Adobe Illustrator script producing palettes with RGB, CMYK and HEX values.

Assistant Director / EditorFeb 2023 – 2024

Crewcible · Canberra, ACT

- Directed and edited documentary and commercial projects, from shoot through to delivery.
- Contributed to the **ALTRAC / Sydney Light Rail** proposal film with CRE8IVE — integrating location footage with 3D infrastructure renders for a national transport client’s Parramatta Road to Green Square route pitch.
- Managed production pipelines and worked with directors and producers on narrative and pacing.

Graphic Designer — Communications & Client ManagementMay 2021 – Jan 2023

Dionysus · Canberra, ACT

- Led rebranding initiatives and crisis communications for government and corporate clients.
- Created and executed marketing and communication strategies aligned to business goals.
- Moved company operations into ClickUp, improving job tracking and throughput.
- Managed teams and client relationships from brief to delivery.

Senior Graphic Designer

Jun 2020 – Feb 2022

Added Value Enterprises · Brisbane, QLD **FREELANCE**

- Designed and implemented digital marketing strategies for Brisbane clients.
- Optimised social media campaigns against agreed KPIs.
- Managed content creation and distribution for targeted audiences.

Senior Graphic Designer

Mar 2021 – May 2021

Cre8ive · Canberra, ACT

- Produced collateral for Australian Government and corporate clients to existing brand guidelines.
- Developed WCAG-compliant accessible documents for government projects.
- Maintained client websites and designed social media assets.

Lecturer

Feb 2020 – Jun 2020

Foundry · Launceston, Tasmania

- Delivered photography, video production and design curriculum.
- Maintained course content and assessment records; provided student feedback.

Co-Director & Co-Founder

2015 – 2019

Zstudios · Tucumán, Argentina

- Co-founded and ran the studio end to end: team, suppliers and client relationships.
- Led creative direction across branding, digital, print and video.
- Wound the studio down in 2019 on relocating to Australia.

Art Director

2014 – 2016

Kipus · Buenos Aires, Argentina

- Created the company's visual identity and brand style manual.
- Designed client infographics covering key weekly news topics.
- Ran multiple concurrent projects to deadline.

Senior Lecturer

Jan 2010 – Jan 2015

UNSTA · Tucumán, Argentina

- Led Senior Audiovisual Media, Senior Design Workshop and UX/UI Design classes.
- Developed curriculum aligned to industry practice.
- Mentored students individually through to portfolio.

Earlier career · Argentina · 2000 – 2010. Design, UX and project roles across Plusware, e-ssence.net, Telemática, Comfyte, Comunicar, Souza Diseño, Vectorica and Developmates. CTO for TEDx Tucumán 2011. Finalist, Open App Challenge 2012 (Movistar / Telefónica).

SKILLS

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| • Creative direction and art direction | • Photography, videography and video editing |
| • Brand strategy and identity systems | • Motion graphics and animation |
| • Custom generative systems — pattern engines and asset generators built per brand | • UX/UI design and consultation |
| • Web design and development (WordPress, HTML, CSS, JavaScript, Next.js) | • Adobe Creative Suite and Affinity suite |
| | • Team leadership, client and stakeholder management |
| | • English / Spanish, native bilingual |

EDUCATION

Bachelor of Graphic Design

UNSTA — National University of the North Saint Thomas Aquinas
Tucumán, Argentina · 2001 – 2005

Diploma in Business

Spencer College
Brisbane, QLD · 2020 – 2021

References available on request.