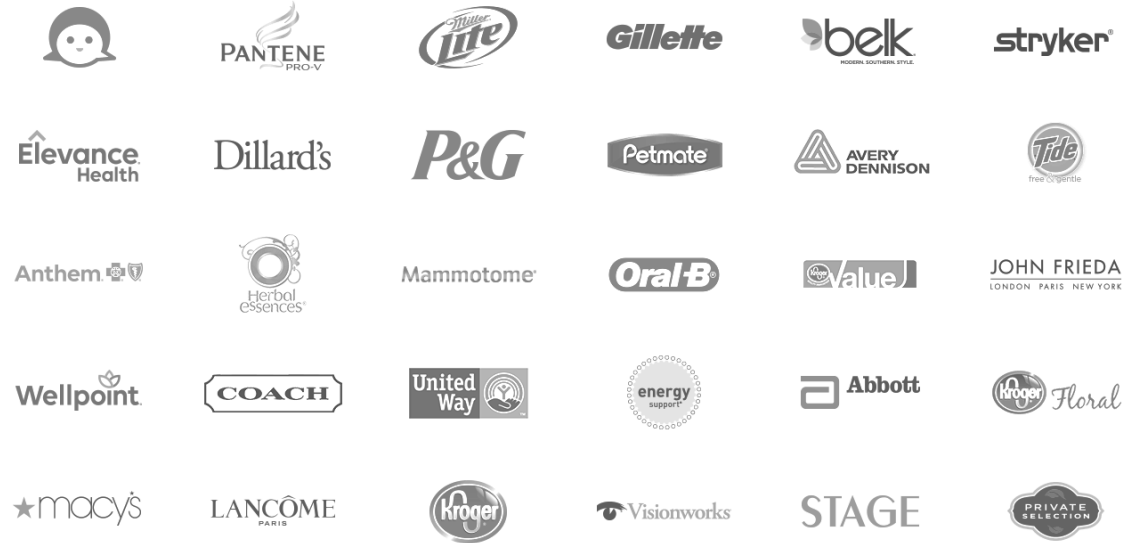


ABOUT

What has Ben Rangel discovered after more than 31 years of design, branding, marketing, strategy experience building and supporting global brands and top-tier companies and design agencies? You must proactively look for and create what's next—and he's taken that to heart. From fashion week in Milan to the Pantone color of the year, Ben combs every corner of the creative world to stay at the top of his game and continuously refine his craft. A visionary creative strategist and expert technical guru, he has a proven business record of driving enterprise growth in the retail, luxury, and general consumer goods sectors. His creative achievements have been featured in Print, Fusion, AAF-Dayton Hermes, Art Center Dayton, and recognized by numerous business media outlets.

BRAND EXPERIENCE



SERVICES

BRANDING: Definition, Equity Development, Language, Guidelines, Identity and Naming, Competitive Advantage

INNOVATION: Business Models, Products and Services, Technology and Digitalization, Research and Development

CONSUMER: Research, Brand Character Development, Value Proposition, Activation, Trends and Insights

PRODUCT & PACKAGING: Prototyping, Engineering and Product Design Language, Rectification, Outreach

DIGITAL: UI/UX, AR, Videography and Motion, App Development, Software Design, Digital Environments, Agile

ENVIRONMENT: Retail and Service, Marketing Communications, Exhibition and Conference Design, POP

FACTS

EXPERIENCE: 31 Years

BRANDS: 36+

CONTACT

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