

Benjamin Lauckner

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SUMMARY

Designer with editing, graphic design, motion design, and marketing experience in freelance, startup and corporate team settings. Understanding of the business landscape through academic and freelance experience. Passionate about creating visually compelling imagery that aligns with the needs of users and customers.

EDUCATION

University of Waterloo

Bachelor of Arts (Honours)

Arts and Business Program, Digital Arts Communication Minor

Waterloo, ON

April 2024

WORK EXPERIENCE

Cineplex Digital Media

Graphic & Motion Designer (Maternity Leave Contract)

Waterloo, ON

Jun 2024 – June 2025

- Contributed to the full redesign of national digital and drive-thru menu boards for A&W locations across Canada.
- Designed and curated motion and video content for a large-format public display, editing nature and landscape visuals for the main concourse screen at Scotia Plaza.
- Designed motion graphics and digital signage content for major retail and QSR brands including A&W, Walmart, and Save-On-Foods.
- Oversaw and designed digital advertising campaign displayed across mall screen networks for Primaris properties.

Nest Wealth

Graphic & Motion Designer (Freelance while completing degree)

Toronto, ON

Feb 2022 – May 2023

- Developed captivating digital advertisements, including engaging images, videos, and GIFs, to support marketing campaigns across multiple product lines.
- Designed and edited a video that secured a partnership between Nest Wealth and Salesforce to create the first fully collaborative onboarding experience built into the Salesforce ecosystem.

Marketing Coordinator (Co-op)

Aug 2021 – Dec 2021

- Led research initiative to evaluate competitor marketing tactics and devised data-driven strategies to promote industry-leading technology to advisors.

Freelance Graphic & Motion Designer

Self-Employed

Waterloo, ON

Oct 2019 – Nov 2023

- Transformed musicians' visions into visually stunning cover art and motion covers, leveraging Photoshop and After Effects expertise to create visuals that captivated audiences through Instagram posts.
- 70+ successful projects and collaborated with 2023 JUNO Award Nominee, Dom Vallie.

University of Waterloo

Graphic Design & Video Editing Assistant (Co-op)

Waterloo, ON

Jan 2021 – Apr 2021

- Collaborated closely with campus partners to maximize the impact of branded emails, infographics, digital screens, short-format videos, and web content.
- Produced, directed, filmed and edited the first iteration of the “Waterloo Ready” video series helping over 6,000 first-year students transition to university.

SKILLS

Photo & Video Editing, Colour Grading, Photography, Videography, Graphic Design, Motion Design, Davinci Resolve, Lightroom, Photoshop, Illustrator, After Effects, Premiere, InDesign, Capcut, Storytelling, Storyboarding.