

# Benjamin Jancewicz

Founder of Zerflin

benjancewicz@zerflin.com

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## Summary

My goal is to provide professional-grade graphic design and visual productions to everyone who seeks it.

Specialties: Logo Design, Branding, Photography, Graphic Design, Web Site Design, Advertisement, Animation, Drawing, Cartooning, Photo Editing, Website Coding, Artwork

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## Experience

### **Founder at Zerflin**

May 1999 - Present

I am Founder and Creative Director at Zerflin, and create all primary designs and illustrations. I also code our websites, and build and conceptualize the majority of our printed & digital pieces.

### **Partner**

December 2016 - Present

Tectonic Space is an art gallery in the Barclay neighborhood of Baltimore, MD. Tectonic Space is a gallery focused on illustrative, graphic, comic, and sci-fi/fantasy artwork, presenting this work in monthly rotated art shows.

### **Board Member**

July 2017 - Present

Help in making decisions on the direction of the school, sources of funding, planning, strategy, and initiatives launched by the school.

### **Senior Web Designer and Digital Media Strategist at Karna, LLC**

October 2014 - Present

Driving edits and upgrades to the websites surrounding the CDC's HIV Awareness, including regular maintenance, brand improvements, and managing designed collateral. The NLAAD.org and NBHAAD.org brands were designed by me when I worked for Penngood.

### **Creative and Digital Consultant at MAXIMUS**

July 2014 - Present

Helped spearhead the redesign of the PlainTalkConf.com website, as well as consulting on various digital, multimedia, social media and design projects.

### **Board Member at West Park Cultural Center**

January 2012 - Present

Manage the brand of the West Park Cultural Center, as well as the annually-rethemed West Park Arts Fest, and come up with ingenious ways to promote both.

### **Senior Art Director & Brand Manager at Remember The Miners**

May 2010 - Present

Created the original Remember the Miners brand in May of 2010 with Erik Muendel, and set up all initial graphics for the organization.

Design concepts and high-level brand items. The work I do includes anything printed, on the web, and in merchandise. Most of the work consists of pushing forward branded items, creating brand spinoffs, designing new layouts and promotions, and upholding the standards of the brand.

### **Senior Art Director & UX Designer at Brightline Interactive**

March 2010 - Present

I handle new brand development, internal design, client design & branding, website, touch, gesture & mobile User Experience design, illustration and photography.

### **Senior Art Director & Web Developer at Penngood**

May 2013 - December 2015 (2 years 8 months)

I help create online and print campaigns, make website updates, and help with online marketing strategy. I also handle most internet technologies tasks.

### **Senior Developer & Web Designer at Teya Technologies, LLC**

May 2013 - August 2015 (2 years 4 months)

I handle website updates, implement new technologies into their existing systems, and create new subsites for new campaigns. I also keep the website compliant with government standards.

### **Gallery Director**

March 2013 - May 2015 (2 years 3 months)

I help manage the G788 Galleries, curate art shows, manage the brand and produce promotional materials, and help the team work through strategy and managing the business.

### **Senior Art Director at PLAY : Digital Sports Marketing**

November 2010 - April 2014 (3 years 6 months)

Senior Art Director for PLAY>, Benjamin manages the PLAY> brand and new brand, illustration and design projects.

### **Art Direction Consulting and Web Development at Cognosante**

October 2011 - January 2013 (1 year 4 months)

I assist in managing and maintaining the Cognosante brand, help design branded collateral, and serve as a consultant to improve and refine their presence.

I also help to maintain and improve the Cognosante online presence.

### **Freelance Senior Art Director at Renegade**

May 2012 - September 2012 (5 months)

Oversaw the art department, created advertisements and collateral for several new and ongoing campaigns for Comcast's internal work, and helped devise strategies with the team for new design work.

### **Studio Artist / Web Designer at Merrick Towle Communications**

October 2007 - March 2010 (2 years 6 months)

I worked in the Studio under Dinorah Coton, preparing projects for production. The work I did included anything printed, from signs to brochures. Most of the work consisted of cleaning up designed pieces and making sure everything is in order, though I was often recruited by the Art Directors to assist with logo or brochure design.

I also assisted the Digital department to help with an overflow workload. In that capacity, I designed animated banners and emails, in addition to assisting with building tours, and website design and coding.

### **Graphic Designer / Web Designer at National Fatherhood Initiative**

March 2006 - October 2007 (1 year 8 months)

I was one of two lead graphic designers at National Fatherhood Initiative, under Art Director Paul McNally. I was chiefly a web designer; and in addition to designing and maintaining [www.fatherhood.org](http://www.fatherhood.org), I also created and maintained spinoff sites.

I also designed several successful print campaigns as well, including designing their Siempre Papa 24/4 Hour Dad Spanish Edition curriculum and the website and packaging for their When Duct Tape Won't Work instructional DVD.

### **Graphic Designer**

March 2005 - March 2006 (1 year 1 month)

I was one of two lead graphic designers at Huggins, working both along side and under Art Director Gary Brunner.

Most of the work was independent of supervision, however, because the shop was a small one, and so most of the time I reported directly to the CEO, Chris Gustin.

Despite the size of the company, I was able to work on several sizable projects, including the entire set of program publications and calendars for the 2006 PIAA fiscal year, as well as designing a website for the company itself.

### **Art & Computers Teacher**

May 2004 - December 2005 (1 year 8 months)

I was hired on the recommendation of my good friend Timothy Laux, who as also a teacher at the school.

Our work consisted mostly of educating middle-school inner-city boys, in various subject. My curriculum was self-created, on the subjects of computers and art.

I taught the students the basics of Microsoft Word and how to research things on the internet. I also taught basic drawing and composition.

### **Photographer at Lifetouch National School Studios**

January 2005 - May 2005 (5 months)

Professional mobile photographer servicing Elementary through Highschools in the Central Pennsylvania area.

### **Computer Tech at Messiah College Internet Technology Services**

May 2002 - May 2004 (2 years 1 month)

Serviced stations and network on Messiah College's Grantham campus.

### **Line Runner, Cook's Assistant, Dishwasher**

August 2000 - June 2002 (1 year 11 months)

Prepared food, served pizza, catered special events, and washed dishes.

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## Education

### **Messiah College**

Bachelors, Graphic Arts, 2000 - 2004

**Activities and Societies:** ISA MuKappa, POC, Alianza Latina, Students for Social Action

### **Robert E. Fitch Sr. High School**

High School Degree, High School/Secondary Diplomas and Certificates, 1999 - 2000

### **Jimmy Sandy Memorial School**

High School Diploma, High School/Secondary Diplomas and Certificates, 1989 - 1999

### **Baltimore Academy of Illustration**

Certificate of Completion, Illustration, 2015

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## Honors and Awards

Governor General's Award, Silver ADDY for Epic: Remix Your Future, Capital One's "Spot the Difference" (through IMG College (Turner Sports))

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[Contact Benjamin on LinkedIn](#)