

Bence (Ben) Dajka

Senior Graphic Designer — Performance Creative & DTC

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PROFESSIONAL SUMMARY

Award-winning Senior Graphic Designer with 12+ years delivering high-converting creative across DTC, e-commerce, and performance marketing. Produced paid social creative at scale for global brands (Meta, LinkedIn, TikTok) at agency level, led full-brand DTC rebrands in consumer product and home categories, and shipped motion-first campaigns that won B2B Marketing Awards. Self-directed and high-output — comfortable owning the full creative process from visual identity systems to static and video ad creative, without needing to be managed. Portfolio featuring paid social, motion, and campaign case studies: turn21.uk

CORE COMPETENCIES

Paid Social Creative	Performance Marketing	DTC & E-commerce	Short-form Video	Motion Graphics
Static Ad Creative	Email & SMS Campaign Design	Landing Page Design	Brand Identity Systems	
Social Content (Organic & Paid)	Product Retouching	A/B Creative Testing	Creative Strategist Collaboration	
High-volume Production	AI-assisted Creative Workflows			

EXPERIENCE

Homebound

Sep 2025 – May 2026

Senior Graphic Designer

Furniture Rental / Interior Design / Property — London, Hybrid

- Produced **rapid-turnaround campaign creative, short-form video, and motion assets** across digital marketing and social platforms
- Led visual identity rollout across digital and print, improving brand consistency across departments
- Designed email campaign assets, marketing collateral, and presentation templates for customer-facing channels
- Introduced Monday.com workflows to improve creative delivery speed and cross-team collaboration

David Phillips

May 2024 – Jul 2025

Senior Graphic Designer

Furniture / Interior Design / Property / B2B — London, Hybrid

- Led company-wide rebrand delivering new website, colour palette, iconography, and social asset systems
- Produced full brand launch video** from concept to delivery (After Effects + Premiere Pro); deployed across website, LinkedIn, and sales presentations
- Built motion graphics systems for digital content; produced short-form video and animated branded content across channels
- Mentored junior designer into a brand-focused role, introducing animation tools and elevating output standards

Ledger Bennett (Havas Network)

Apr 2022 – Apr 2024

Mid-Weight Graphic Designer

Global B2B Marketing Agency — London — Clients: American Express GBT, GE, Trend Micro

- **Produced high-volume paid social creative** for Meta and LinkedIn across multiple global brand accounts simultaneously
- Designed static ad creatives, motion graphics, short-form video content, and multi-format campaign assets at agency pace
- Collaborated directly with creative strategists and media buyers to develop **conversion-focused creative** that aligned to channel briefs
- Contributed to Amex GBT campaign: **B2B Marketing Award winner — Best Customer Growth/Retention Initiative and Best Limited Budget Campaign**
- Integrated AI-assisted creative workflows to improve turnaround speed and output volume without sacrificing quality

Cuts Ice (T-Juice)

Jul 2020 – Jan 2022

Lead Graphic Designer

Consumer Products / Vape / DTC E-commerce — London

- Directed **full DTC rebrand across EU markets** for T-Juice, launching two sub-brands with scalable packaging systems across 5 product tiers
- Produced customer-facing **e-commerce campaign assets**, social content, and digital marketing materials for consumer retail channels
- Built systematic visual hierarchy for product line of 50+ SKUs; managed freelance creative support during high-volume production periods

Turn21 (Self-Employed)

May 2011 – Present

Freelance Graphic Designer

Branding, Campaign, Motion & Digital Design

- Ongoing freelance practice across branding, motion, campaign, and digital design — turn21.uk

ADDITIONAL EXPERIENCE

Walker Crips — Graphic Designer | Mar–Jul 2020 | Investor-facing print and digital marketing materials

Rail Europe — Graphic Designer | Sep 2019–Mar 2020 | Digital campaign assets across international markets

Bank of America Merrill Lynch — Graphic Designer | Jan–Jun 2019 | Reports, presentations, and marketing collateral

Travelx — Graphic Designer | Jun–Dec 2018 | Multilingual retail and digital marketing assets

Stylebolt (Apple Reseller) — Lead Graphic Designer | Aug 2014–Aug 2016 | Startup branding, retail, digital, and promotional assets

EDUCATION

BA in Graphic Design & Advertising — [Budapest Metropolitan University](#)

2012 – 2015

Grade: 2:1

TOOLS & SKILLS

Design & Production: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, Figma, Canva, CapCut, Final Cut Pro X, Sketch

Creative: Paid Social Ad Creative (Meta, TikTok, Google), Static & Video Ad Production, Motion Graphics, Short-form Video Editing, Brand Identity Systems, Email & Landing Page Design, Product Retouching, Packaging Design

Workflow: Monday.com, Asana, AI-assisted Creative Workflows, Creative Strategist Collaboration, High-volume Production

Languages: English (fluent), Hungarian (native), Spanish (conversational)