



Ben Vincent

**GRAPHIC DESIGN
PORTFOLIO**

**SELECTED WORK
2026**

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HELLO, I'M BEN VINCENT

I am a creative and versatile Graphic Designer with over 9 years of experience creating impactful visual content across digital and print media. Throughout my career, I have developed a strong understanding of design principles, branding, and marketing, helping businesses communicate their message through effective and engaging visuals.



ABOUT ME

My expertise spans the complete design process, from transforming initial ideas and concepts into polished, professional designs. I specialise in logo design and brand identity development, creating memorable visual identities that help businesses stand out and connect with their audience.

I have extensive experience designing a wide range of marketing materials, including website advertisements, social media campaigns, Google Ads, brochures, PDF booklets, and other promotional content. My approach combines creativity with strategic thinking to ensure every design not only looks great but also supports business objectives.

In addition to graphic design, I have experience in motion graphics, video editing, and photography, allowing me to create cohesive multimedia content across multiple platforms. This diverse skill set enables me to deliver complete visual solutions that maintain consistency across all marketing and branding channels.

I am passionate about creating high-quality, meaningful designs and continually developing my skills to stay current with industry trends and evolving creative technologies.

SKILLS

- Logo Design & Brand Identity
- Concept Development & Creative Design
- Website Advertisement Design
- Social Media Advertising Graphics
- Google Ads Creative Design
- Brochure & PDF Booklet Design
- Print & Digital Marketing Materials
- Motion Graphics
- Video Editing
- Photography
- Adobe Creative Suite
- Brand Development
- Visual Content Creation
- Creative Problem Solving



DJ Jazzy Jeff & The Fresh Prince during hip-hop's golden era.

DESIGN BRIEF

The objective of this project was to create a visual identity for DJ Jazzy Jeff's Scratch Skills Masterclass that could be applied consistently across every stage of the customer journey, from marketing and promotion through to course delivery and educational materials.

The masterclass focused on DJ Jazzy Jeff's legendary scratch routines and techniques, many of which helped shape modern turntablism. As one of hip-hop's true pioneers, he was part of the first hip-hop act to win a Grammy Award and is widely recognised for developing and popularising scratch techniques such as the Transformer Scratch. The creative direction needed to acknowledge this history while remaining relevant to a modern online audience.

A key requirement was to develop a distinctive course identity while ensuring DJ Jazzy Jeff remained the focal point of the brand. The visual approach drew inspiration from classic DJ culture, vintage record artwork, and old-school hip-hop design. To reinforce authenticity and heritage, I was granted permission by DJ Jazzy Jeff's team to incorporate his original logo into the visual identity.

The project began with concept development, exploring logo directions, typography, colour palettes, graphic treatments, and layout systems before establishing a complete visual identity. The final design system was used across DJ Jazzy Jeff's social channels, the company's social platforms, website sales pages, website pop-ups, Google Ads, email marketing campaigns, and promotional materials.

Beyond marketing, the identity extended into the learning experience itself, including module thumbnails, lesson graphics, downloadable PDF resources, educational booklets, and other supporting course materials. The result was a cohesive visual identity that celebrated DJ Jazzy Jeff's legacy while creating a consistent experience across every touchpoint of the masterclass.



CONCEPT PROCESS

The project began with research into DJ Jazzy Jeff's pioneering career, the visual culture of 1980s hip-hop, and iconic album artwork, flyers, and posters from the era. This included studying the graphic language of early hip-hop—bold typography, airbrush textures, geometric forms, and expressive collage-style layouts—to ensure the identity felt authentic while still working in a modern digital context.

The final creative direction became a fusion of these influences, combining elements of DJ Jazzy Jeff's original logo with retro-inspired shapes and visual motifs often associated with artists such as A Tribe Called Quest and Naughty By Nature. Additional inspiration was drawn from the retro tour he was undertaking at the time across the USA with New Kids on the Block, helping reinforce a nostalgic yet contemporary energy.

These are initial logo concepts created in Adobe Illustrator during the early exploration phase of the project. The focus at this stage was on developing a range of directions that captured the essence of the brand while testing different typographic styles, shapes, and visual treatments.

Once a direction was agreed, I moved on to refining and finalising the logo, ensuring it worked effectively across different applications. This included testing the mark alongside imagery for the course cover to establish how it performed in a real-world context and how it would support the overall visual identity.



FINAL DESIGN DELIVERABLES & APPLICATIONS

Final deliverables span logo design, course artwork, module thumbnails, and social media advertising, forming a complete visual system for the Scratch Skills Masterclass. The logo established the foundation of the identity, while the course artwork extended this direction into a broader visual language applied across promotional and educational touchpoints.

Marketing materials incorporated imagery from the approved artwork to ensure a consistent and recognisable look across all platforms. Social media assets were designed in line with established brand guidelines, including defined layout structures, typography rules, and visual styling, ensuring cohesion with wider company communications while still maintaining the unique identity of the course.



HOUSE MIXING MASTERY

A DJ is shown from the chest down, wearing a dark t-shirt, performing at a turntable. The scene is illuminated with blue stage lighting, creating a moody atmosphere. The DJ's hands are on the turntable, and a vinyl record is visible. The background is dark and out of focus.

DESIGN BRIEF

House Mixing Mastery is an internally produced DJ education course by Digital DJ Tips, focused on teaching the foundations and techniques of mixing house music. The visual identity was developed to support a premium, accessible learning experience that reflects the musicality and depth of house rather than relying on stereotypical nightlife imagery.

The brief called for a clear departure from conventional house music visual tropes, avoiding clichés such as club crowds, festival scenes, DJ “hands-in-the-air” moments, or overt party-driven aesthetics. At the time of production, the post-COVID context also meant live events and audience imagery were still in a transitional phase, making it important that the visual system did not rely on large-scale crowd energy to feel relevant or current.

As an internal course within a wider Digital DJ Tips ecosystem, the identity also needed to sit comfortably alongside existing educational products, maintaining consistency with established internal branding conventions. This included the use of system-wide typographic choices such as Future, as well as subtle visual alignment with other internal course materials to ensure cohesion across the platform.

The creative direction focused on a refined, modern, and approachable aesthetic that reflects the intimacy and craft of house DJing. Rather than leaning into literal genre symbolism, the design language explores mood, rhythm, structure, and texture as visual equivalents of the music itself. The result is a system that prioritises subtlety and atmosphere over spectacle, balancing individuality with the constraints of a shared internal brand framework.

CONCEPT PROCESS

The concept process began with research into competitor DJ education platforms and wider house music branding, including house imagery such as Defected-style visuals, DJs mixing, and close-up crowd environments. This highlighted a strong reliance on familiar clichés like club scenes, festival energy, and nightlife photography that often prioritise spectacle over instruction.

Mood boards were used to explore the visual language of house more broadly, drawing from artwork, promotional design, and editorial references to define tone, texture, and composition, while deliberately steering away from more literal or overused genre imagery.

Internal Digital DJ Tips course materials were also reviewed to ensure consistency across the learning ecosystem, including typography (Future), grid systems, and modular layout structures.

From this, the direction moved toward a more restrained, abstract approach focused on rhythm, structure, and atmosphere, balancing internal brand cohesion with a distinct identity for house-focused content.



HOUSE
MIXING
MASTERY

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Here are a few concepts explored during the design process, including early ideas around shape systems and more literal “house” imagery. One direction used architectural house visuals as a direct nod to house music. While recognisable to DJs, it was ultimately considered too cliché and potentially confusing for a wider audience within an educational context.

Alongside this, shape-based explorations used simple geometric forms, grids, and repetition to reflect rhythm and structure in a more abstract way, allowing for a subtle connection to the genre without relying on obvious visual puns.



FINAL DESIGN DELIVERABLES & APPLICATIONS

The final design deliverables formed a cohesive suite of assets supporting the course across internal and external platforms. This included structured PDF course materials, module thumbnails, social media adverts, and website advertising assets, all designed for consistent rollout across the Digital DJ Tips ecosystem.

The visual system used blue-toned colour palettes and bold typography informed by the research phase, while maintaining established branding through the use of Future. Shape language was carried over from other Digital DJ Tips courses to ensure consistency across the wider learning system, balancing a distinct identity for House Mixing Mastery with overall brand cohesion.

HOUSE MIXING MASTERY

MIX CREATIVELY LIKE A PRO

**BRAND-NEW ONLINE DJ COURSE
LIMITED LAUNCH OFFER
\$100 OFF NOW**

LIVE REMIXING & MASHUPS

HOUSE MIXING MASTERY

MIX CREATIVELY LIKE A PRO

**BRAND-NEW ONLINE DJ COURSE
LIMITED LAUNCH OFFER - \$100 OFF NOW**

CLICK FOR INFO

HOUSE MIXING MASTERY

THE CLASSIC LOOP ROLL BUILD TRICK PRACTICE CHEAT SHEET

CAMELOT WHEEL

HOUSE MIXING MASTERY



DESIGN BRIEF

For James Hype's first online course with Digital DJ Tips, I was responsible for developing the creative direction and visual identity for a flagship educational product designed to showcase the techniques and performance skills that have made James Hype one of the most recognized DJs in the world. The brief focused on creating a brand experience that felt unmistakably James Hype, placing him at the centre of the visual narrative while translating the energy, precision and excitement of his live performances into a cohesive course identity.

The creative approach was built around James Hype's personal brand, incorporating his logo, signature visual style and performance-driven reputation. Drawing inspiration from his renowned mixing routines, rapid-fire transitions, cue-point juggling, live mashups and technical dexterity behind the decks, I developed a design language that reflected both the intensity of his live sets and the premium quality of the educational content. Dynamic compositions, bold typography, layered motion graphics and club-inspired visual elements were used to communicate movement, rhythm and technical mastery, helping to bridge the gap between entertainment and education.

A key challenge was balancing the high-energy aesthetic associated with James Hype's performances with the clarity and structure required for an online learning platform. The visual system needed to feel aspirational and exciting for aspiring DJs while remaining accessible and easy to navigate across a wide range of course materials. This resulted in a flexible identity that could be applied consistently across video intros, lesson assets, module graphics, social media campaigns, marketing materials and the course platform itself.

The final outcome was a distinctive and highly engaging course brand that successfully captured the essence of James Hype's unique approach to DJing. By combining strong artist-led branding with a modern educational framework, the project helped establish a compelling visual presence for his debut course with Digital DJ Tips, reinforcing his position as a leading authority on DJ performance and mixing technique while creating an immersive learning experience for students around the world.



CONCEPT PROCESS

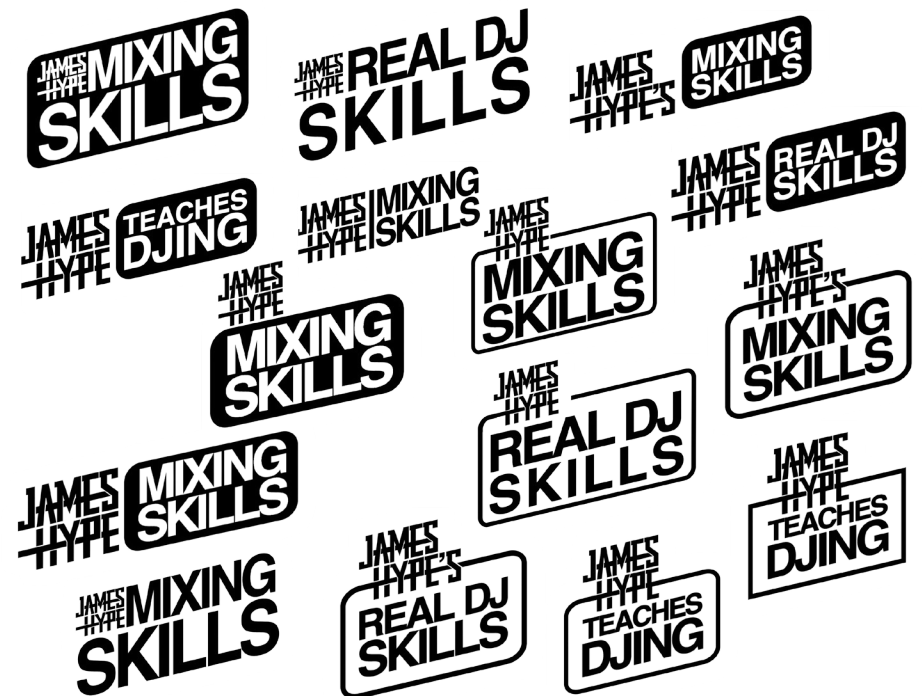
The concept development process for James Hype's Mixing Skills course began with research into his extensive online presence, including livestreams, performances, chart releases with artists such as Craig David, and the imagery provided within his media pack and brand guidelines.

Competitor DJ education platforms and wider house music branding were analysed, revealing a strong reliance on familiar club, festival, and nightlife imagery. Mood boards explored James Hype's visual identity alongside contemporary music and editorial design references to establish a more distinctive direction.

The supplied brand assets and guidelines informed key design decisions, ensuring consistency across typography, colour, and layout systems. From this research, the visual direction evolved into a bold, energetic approach that reflects James Hype's technical mixing style while maintaining the clarity and structure needed for educational content.

Here are a selection of concepts explored during the early design phase for James Hype's Mixing Skills Course. Many of the initial directions were influenced by the angular shapes and distinctive geometry found within James Hype's logo, which provided the foundation for a series of graphic systems and layout explorations. These shape-based concepts were used to create a sense of movement, rhythm and energy, reflecting the speed and precision of James's mixing style.

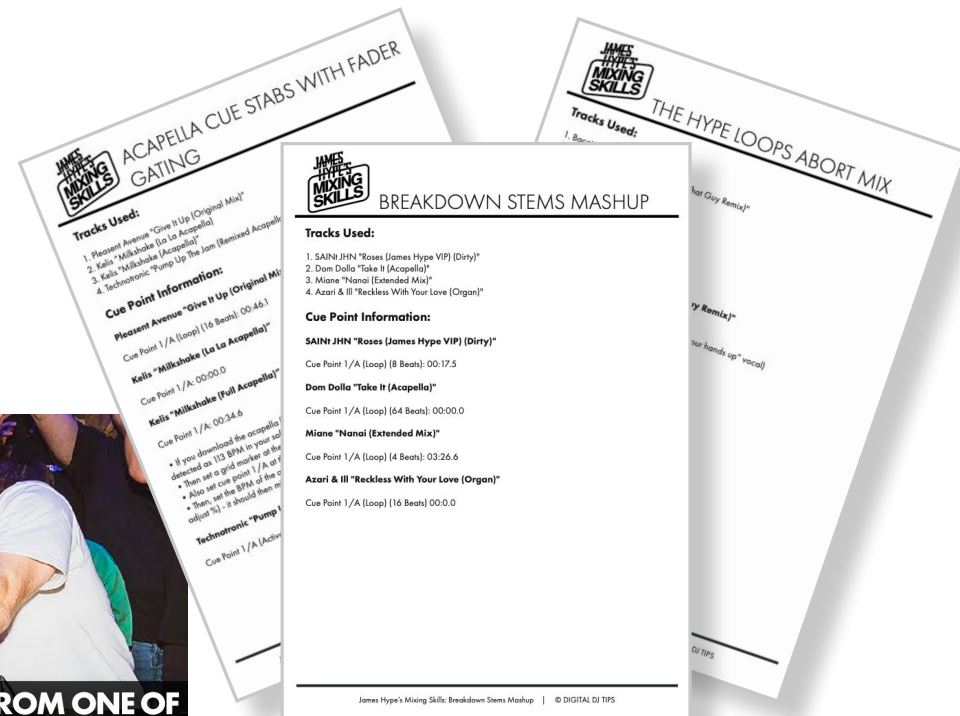
Alongside this, all typography utilised the existing Digital DJ Tips typeface to maintain consistency across the platform and ensure the course felt integrated within the wider Digital DJ Tips ecosystem. The resulting concepts balanced James Hype's individual brand identity with the established visual language of the platform, creating a modern and dynamic foundation for the course.



FINAL DESIGN DELIVERABLES & APPLICATIONS

The final design combined the bold geometry of James Hype's logo with the established Digital DJ Tips typography to create a visual identity that felt both authentic to James's brand and consistent with the wider platform. Inspired by the speed, precision and energy of his mixing style, the design system used dynamic graphic elements, strong layouts and performance-led imagery to capture the excitement of his live routines while maintaining the clarity and structure needed for an educational product.

The identity was applied across the entire course experience, including course artwork, lesson and module assets, landing pages, email marketing, social content and promotional materials. It also formed the foundation of a wider launch campaign, with creative adapted for Facebook and Instagram advertising, Google Display banners, YouTube promotions and other digital marketing channels, ensuring a cohesive and recognisable presence across every touchpoint.



SEASONAL SALES

Throughout my time with the company, I was responsible for designing and producing creative assets for a range of seasonal sales campaigns, including Spring Sales, Summer Sales, Black Friday promotions and Christmas campaigns. Each sale required its own distinct visual identity while remaining aligned with the company's established brand guidelines. The creative direction was tailored to reflect the nature of each promotion, with Summer campaigns incorporating bright seasonal themes and energetic visuals, Christmas campaigns adopting festive-inspired elements, and Black Friday designs focusing on bold, high-impact messaging to drive urgency and conversions.

The majority of the work was created for digital marketing channels, including website banners, homepage takeovers, promotional pop-ups, landing page graphics, social media advertising and email marketing campaigns. Assets were produced for Facebook and Instagram adverts in a variety of formats, ensuring consistency across paid and organic channels while adapting designs to suit different placements and audiences.

Alongside static creative, I regularly designed animated content for email campaigns to help increase engagement and draw attention to key offers. These animations were typically created as GIFs using Photoshop's Timeline feature, allowing for subtle motion effects, animated typography and promotional messaging that remained compatible across a wide range of email clients. Email header graphics, promotional banners and animated call-to-actions became a key part of the campaign toolkit throughout the year.

While each campaign introduced unique visual themes, all designs adhered closely to the company's brand standards. Futura was consistently used across all communications, providing a strong and recognisable typographic foundation. The core colour palette centred around neon pink, grey and neon blue, although additional neon accent colours were often introduced to support specific seasonal concepts. The company's preference for vibrant neon tones became a defining characteristic of the brand, helping every campaign feel bold, modern and instantly recognisable while maintaining consistency across all customer touchpoints.



BLACK FRIDAY
SUPER SALE
**BIGGEST SAVINGS OF THE YEAR ON
ALL DJ & PRODUCTION COURSES!**
SHOP THE DEALS NOW ➔



SPRING SALE ☀️ [CLICK HERE TO SAVE](#)



SPRING SALE ☀️
UP TO 45% OFF ALL DJ & PRODUCTION COURSES
[CLICK HERE FOR ALL THE DEALS](#) ➔



THE ALL-ACCESS PASS
★
UNLIMITED DJ TRAINING
SPECIAL OFFER - FIND OUT MORE ➔



ADVANCED DJ TRAINING
\$1 ACCESS - LIMITED TIME ➔ **TELL ME MORE**

DJ GEAR GUIDE

One of the key annual projects I worked on was the Digital DJ Tips Gear Guide, a comprehensive digital booklet released at the beginning of each year as a free resource for DJs. The guide showcased the best DJ equipment available at the time, featuring categories such as the top DJ controllers for each software platform, standalone systems, media players, mixers and other essential gear. Designed as both an educational resource and a lead-generation tool, the guide was distributed free to anyone who subscribed to the Digital DJ Tips email list.

My role involved designing the publication, organising large amounts of product information into a clear and engaging layout, and incorporating high-quality product imagery sourced directly from manufacturers. Where Digital DJ Tips had published a review of a featured product, the item was hyperlinked directly to that review, creating a seamless connection between the guide and the platform's wider content library. By the time I left the company, the guide was being distributed to an audience of approximately 89,000 subscribers, making it one of the most widely viewed pieces of content produced each year.

GET YOUR FREE DJ GEAR GUIDE 2026 & NEW AMAZON BESTSELLER!

Join now to get your **brand-new** DJ gear guide and "Rock The Dancefloor!" book, plus weekly news and offers - **all free**

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THE DIGITAL DJ GEAR BUYER'S GUIDE 2026

ROCK THE DANCE FLOOR!
The essential DJ gear guide for DJs
PHIL MORSE

THE DIGITAL DJ GEAR BUYER'S GUIDE 2026

The ultimate guide to picking the right digital DJ gear & software while avoiding all the common pitfalls

DIGITAL DJ TIPS
DJ SCHOOL SINCE 2010

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FIVE OF THE BEST STANDALONE SYSTEMS

STANDALONE DJ SYSTEMS ARE APPEALING to DJs who prefer to have a laptop-free setup. They're portable, easy to use, and often feature built-in speakers. However, they can be expensive and may not offer the same level of control as a laptop-based system.

RANE SYSTEM ONE

BACK IN THE "OLD DAYS" IT WAS ALL SO simple. You had a turntable, a mixer, and a pair of speakers. That's all you needed to get started. Today, things are a bit more complicated. But the Rane System One is a great example of a modern standalone system that's easy to use and sounds great.

THE TYPE OF DJ GEAR YOU CAN CHOOSE FROM IN 2026

BACK IN THE "OLD DAYS" IT WAS ALL SO simple. You had a turntable, a mixer, and a pair of speakers. That's all you needed to get started. Today, things are a bit more complicated. But the Rane System One is a great example of a modern standalone system that's easy to use and sounds great.

"TWO DECKS AND A MIXER"

A TECHNIQUE TO USE TURNABLES AND MIXERS is to use a mixer that has two decks. This allows you to mix two different tracks at the same time. This is a great technique for creating smooth transitions between songs.

PIONEER DJM-S11

THE DJM-S11 IS A GREAT MIXER FOR DJs who want a mixer that's easy to use and sounds great. It has a lot of features, including a built-in equalizer and a built-in effects section. It's a great choice for anyone who wants a mixer that's easy to use and sounds great.

NUMARK MIXATOR

THE NUMARK MIXATOR IS A GREAT MIXER FOR DJs who want a mixer that's easy to use and sounds great. It has a lot of features, including a built-in equalizer and a built-in effects section. It's a great choice for anyone who wants a mixer that's easy to use and sounds great.



YouTube

Creating YouTube thumbnails was a regular part of my role at Digital DJ Tips, supporting content ranging from product reviews and industry news to educational videos and live-streamed training sessions. As YouTube was a key platform for audience growth, thumbnails needed to be visually engaging, on-brand and designed to maximise click-through rates.

Many projects were produced under tight deadlines, particularly when covering breaking news or newly announced DJ products. For product reviews, I ensured manufacturers' branding guidelines were respected, including the correct use of logos and product imagery. Some reviews were created under embargo, giving more time for development, but required assets to be ready for the exact moment the embargo lifted. In these highly competitive release windows, the challenge was to create thumbnails that stood out amongst content being published simultaneously by other industry channels, while maintaining both brand consistency and visual impact.





WHAT ELSE I DO

Alongside my design work, I have developed a broad range of transferable skills across media production, communication, and operational roles. I have experience in filming, video editing, and motion graphics, including creating animated assets for live-streamed content. During the COVID period, I transformed my home office into a small studio setup where I produced content, live-streamed webinars, and hosted DJ sets when in-person events were not possible. This strengthened my ability to work independently, adapt quickly, and deliver content in a fully remote environment.

As part of these productions, I created motion graphics for OBS live broadcasts, including an animated advert for the company's annual Gear Guide that could be triggered on demand during streams. I was also heavily involved in email marketing, creating the weekly newsletter, designing supporting graphics, and building sales and promotional emails using Infusionsoft. This included course launches, seasonal campaigns, and ad-

hoc communications containing articles, videos, promotions and links to new content.

My previous experience also includes customer support, quality assurance, and training and competency development, helping me develop strong communication skills, attention to detail, and a structured approach to problem-solving. Combined with a background in music production, DJing, coaching and mentoring, these experiences have enabled me to blend creative, technical and organisational skills across a wide range of projects and platforms.

GET TO KNOW ME

In my spare time, I stay creative through DJing, where I enjoy creating mashups, edits, and putting together mixes. I also run a charity DJ school, teaching both adults and children with learning disabilities, social anxiety, or those who simply benefit from a safe, welcoming space to learn, connect, and meet like-minded people. It's something I'm very passionate about, as it combines music with helping others build confidence and social skills in a supportive environment.

I also have a wide range of creative and hands-on hobbies that keep me inspired. This includes 3D printing and painting models, collecting and listening to music, and enjoying retro gaming. I have a strong interest in problem-solving, and you'll often find me researching how to fix or understand something—whether that's a mechanical watch (which I also collect), a PC, or just generally how things work. I'm naturally curious and enjoy the process of learning, troubleshooting, and improving things wherever I can.

Outside of creative work and personal interests, I place a lot of value on family time. I enjoy spending time with my wife and two children, including taking them swimming and teaching them, drawing on my background as a competitive swimmer for a local club in my youth and my experience as a swimming teacher while in college. We also enjoy walking our pet pug Beau, and taking trips to VW shows in our 1970s classic campervan, where we camp for the weekend, enjoy live music, explore rows of classic VW cars and vans, and spend quality time together in a relaxed, festival-style atmosphere.

Me and my family on a recent holiday to Holland.



CONTACT INFORMATION

For the purpose of this application, my contact details are provided below for review and follow-up.

Please feel free to reach out via email for any questions regarding my portfolio, experience, or availability. I aim to respond promptly to all professional enquiries.

Email: benvincent.cv@gmail.com

Phone: 07834 418064

Location: Cheshire, United Kingdom