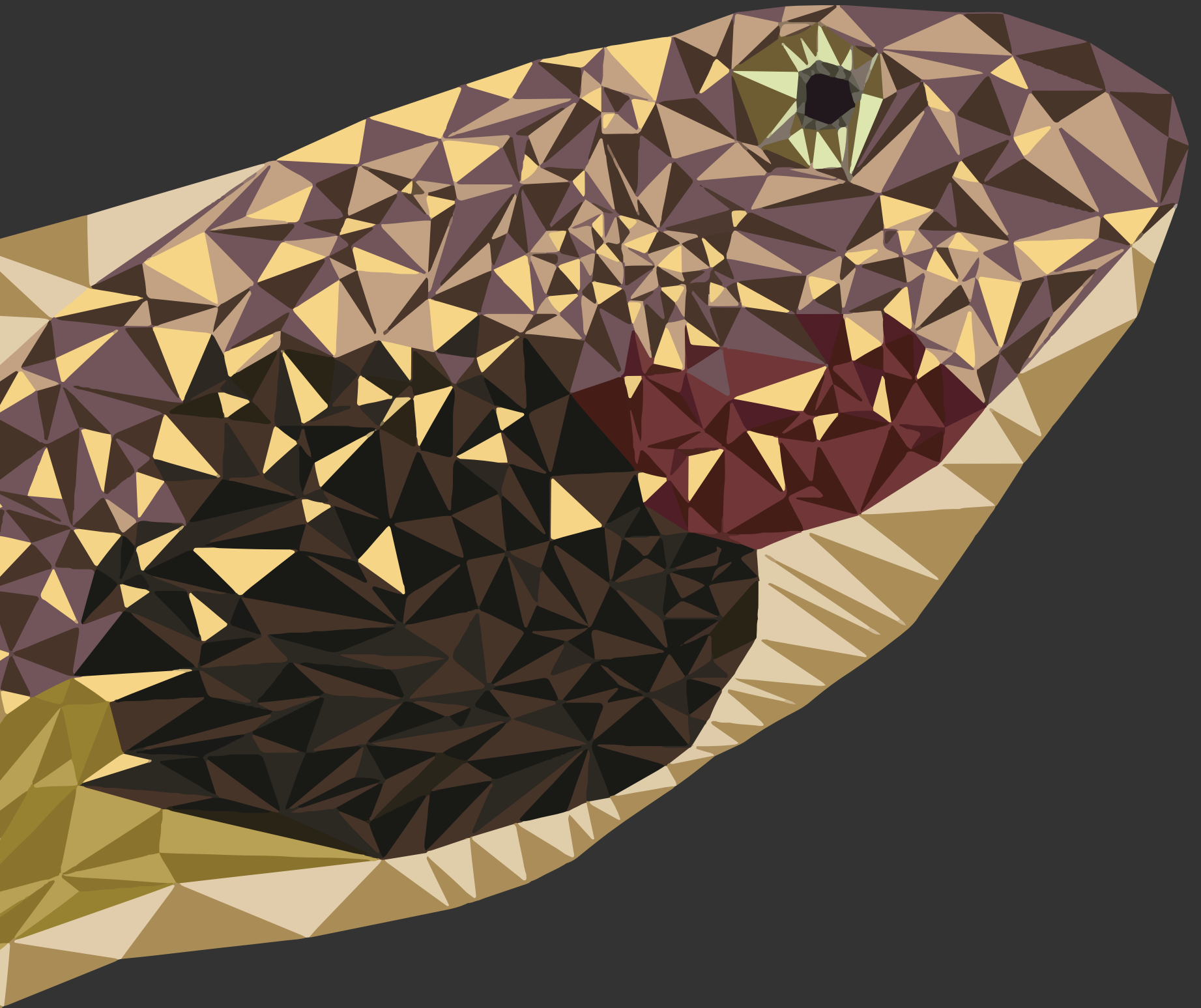


BEN MCLAUCHLIN

GRAPHIC DESIGN PORTFOLIO - 2019



BEN MCLAUCHLIN

GRAPHIC DESIGNER & ILLUSTRATOR

www.theartisticscientist.com

b.mclauc@gmail.com

1-585-766-3810

Rochester, NY

EXPERIENCE

UNIVERSITY OF ROCHESTER MEDICAL CENTER GRAPHIC ARTIST | FALL 2018

- Collaborated in critiques and the direction of artwork with the Director of CTSI
- Restored data generation workflow infographic for internal use at the U of R Medical Center
- Applied edits quickly and accurately to the client's satisfaction, helping them visualize their data at future conferences

ALPENGLOW, SUNY BINGHAMTON JOURNAL ART EDITOR | FALL 2017 - SPRING 2018

- Collaborated with the editorial board regularly to brainstorm & edit concepts as a unit
- Created ads, 3 digital illustrations, and cover artwork for the journal's Spring 2018 issue used online, in print, and as printed bookmarks that reached a wide audience at orientation sessions and research conferences, resulting in increased interest in the SUNY Binghamton journal, Alpenglow

EDUCATION

SUNY BINGHAMTON GRAPHIC DESIGN & ENVIRONMENTAL STUDIES B.A. | CLASS OF 2018

SKILLS

CHARACTER DESIGN
INFORMATION DESIGN
INTERACTION DESIGN
PRINT DESIGN
VISUAL DESIGN

CAMPAGIN + BRANDING
PROJECT MANAGEMENT

EDITORIAL ILLUSTRATION
SCIENTIFIC ILLUSTRATION

APP & WEBSITE DESIGN (FRONT-END)
MOTION GRAPHICS

TOOLS

ADOBE CSS
AFTER EFFECTS
DREAMWEAVER
ACROBAT
MICROSOFT OFFICE
& APPLE'S EQUIVALENT

LANGUAGES

HTML 5
CSS
CONVERSATIONAL FRENCH
SOME BASIC SPANISH

DR. JESSICA HUA'S ECOTOXICOLOGY LAB GRAPHIC DESIGNER & RESEARCHER | FALL 2015 - SPRING 2018

- Collaborated with and applied critiques of my research and designs with labmates at weekly meetings while also critiquing and assisting with other labmates' methodology
- Conducted field research collecting amphibians, participating in ttd assays, & plastic in local wetlands around Binghamton, NY
- Designed, built, and installed 3 interactive art exhibitions for research purposes; presented data & results at 4 conferences
- Published research in the SUNY Binghamton journal, Alpenglow
- Designed, illustrated, wrote, and published a children's book
- Designed, illustrated, and published a board game

HINMAN PRODUCTION COMPANY SOCIAL MEDIA OFFICER | FALL 2014 - FALL 2017

- Managed social media and website
- Collaborated with the board weekly to discuss large-scale internal decisions, including critiques and editing of media
- Designed, printed, and distributed posters, quarter sheets, playbills, and videos for 17 theatrical productions, which noticeably boosted attendance at shows and was met with great reviews from casts, directors, and board members

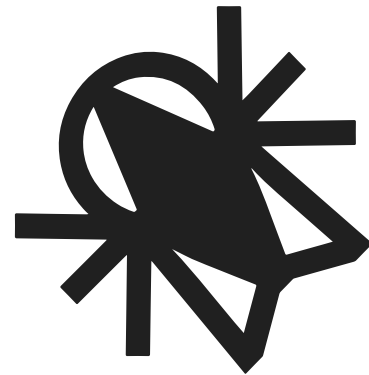
ACHIEVEMENTS

2016-2018 Presented research at 4 conferences in Binghamton, NY
2018 Robert F. Schumann Foundation Award
2017 SOLO Wilderness First Aid Certified
2017 Binghamton University Summer Scholars & Artists Fellowship
2016 Studied Abroad in Quito, Ecuador, the Andes, the Amazon Rainforest, & the Galapagos Islands
2016 Binghamton University Award for Undergraduate Research
2015-2018 Nature Preserve Volunteer & Tour Guide at Binghamton

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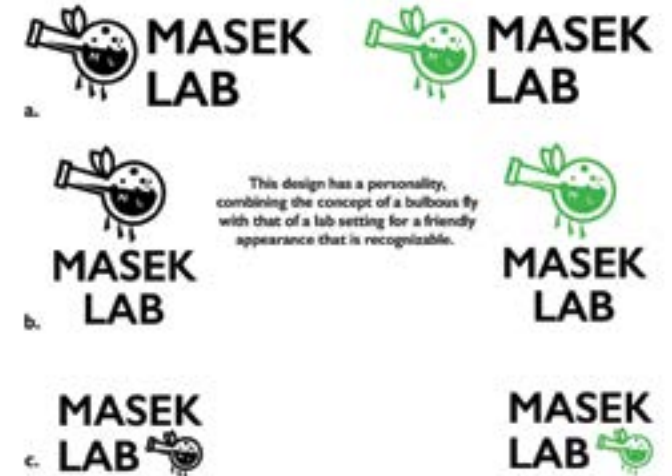
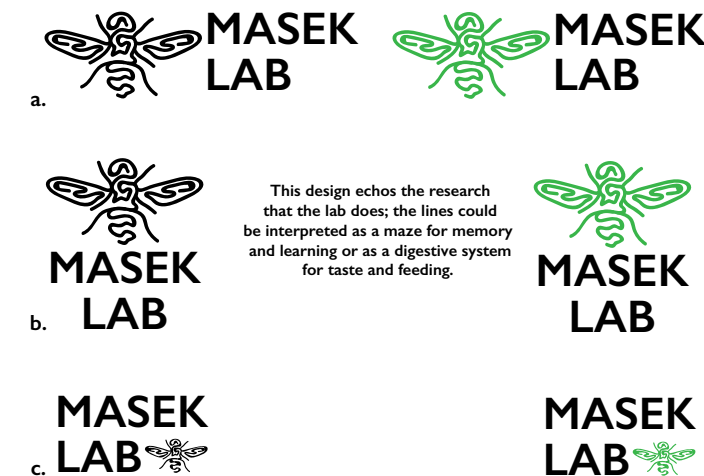
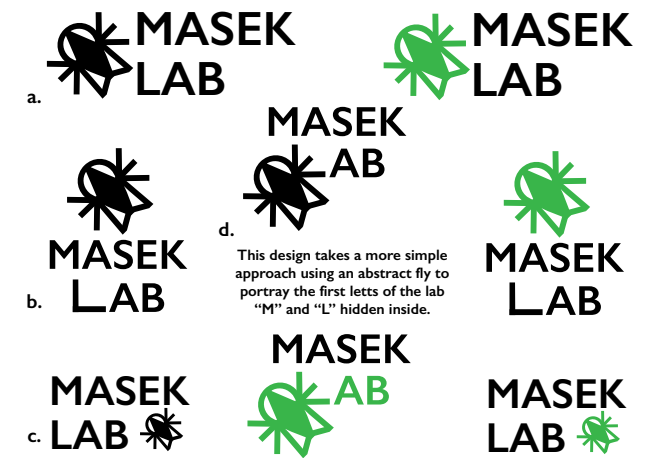
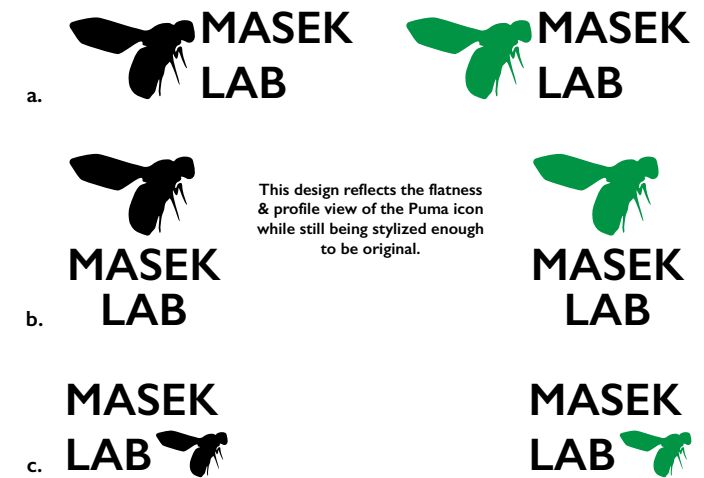
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MASEK
LAB




MASEK LAB LOGO
BINGHAMTON UNIVERSITY | 2018

This lab studies the gastronomy & neuralbiology of fruit flies, and they wanted to revamp how they present their lab at conferences with a new logo. Each of these logos aimed to convey the research that the lab conducts while not being too technical. The large logo is the one that the client ultimately chose.







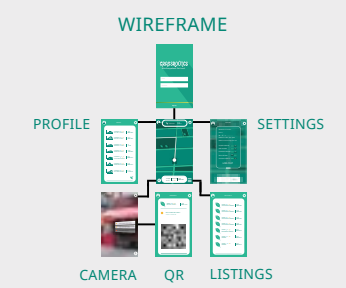
GRASSROUTES

MOVE FORWARD. SAVE MORE.

BIKE. RUN. SAVE.
 SAVE BIG AT LOCAL RESTAURANTS AS YOU MOVE WITH GRASSROUTES.

PROJECT
 COLLECT COINS AS YOU COMPLETE ROUTES TO VARIOUS BROOKLYN-BASED RESTAURANTS AND CASH THEM IN FOR GREAT DEALS ON FOOD AND DRINK. THIS APP ALLOWS THE USER TO STAY HEALTHY WHILE ENCOURAGING THEM TO INVEST IN LOCAL COMMUNITIES.

WIREFRAME




GRASSROUTES HAS A STREAMLINED INTERFACE MADE WITH THE USER EXPERIENCE IN MIND. SCROLL, TAP, AND SWIPE YOUR WAY AROUND THE APP WITH EASE.
 WITH A SOFT COLOR PALETTE AND CLEAR FONTS, GRASSROUTES SETS A CLEAR TONE FOR USERS ON THE GO.

APP FEATURES


- MAPS**
 CHOOSE YOUR ROUTE, MAKE CLEAR DIRECTIONS, AND FIND DEALS NEAR YOU ALL WITH EASE.
 COLLECT BLUE AND YELLOW COINS ALONG YOUR ROUTE THAT YOU CAN USE TO ASSESS COUPONS TO LOCAL RESTAURANTS.
- PROFILE**
 VIEW YOUR ANALYTICS BASED ON MILES, CALORIES, EVALUATION, COINS, AND MORE. SHARE YOUR PROGRESS WITH FRIENDS AND FAMILY.
 ADD YOUR BUSINESS USING YOUR PROFILE AND GET LISTINGS BY CUSTOMERS SET UP FOR LOCAL COUPON SYSTEM.
- VR / QR**
 ADD YOUR FAVORITE AND PARTICIPATING RESTAURANT AND COUPON IN YOUR CAMERA FOR GREAT COUPONS.
 SWEEP YOUR CAMERA IN YOUR COURSE, SHOW YOUR COUPON, AND SCAN THE QR CODE AND SAVE.
- LISTINGS**
 SCROLL THROUGH YOUR CURATED LIST OF PARTICIPATING RESTAURANTS AND FIND THE BEST DEALS FOR YOUR LOCAL LISTINGS.
 NEW COUPONS ARE ADDED TO YOUR LIST AS YOU LEARN AND SEE WHICH COUPONS ARE AVAILABLE.

BRANDING

NOTE: DARKER GREEN IS USED FOR ACCENT COLORS.



ICONS

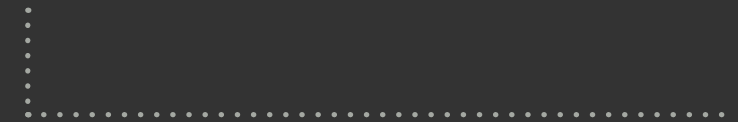


GRASSROUTES APP & WEBSITE

PERSONAL PROJECT | 2018

Grassroutes is a fictional company that helps people stay in shape while supporting local businesses by incentivizing users with better coupons based on how far they walk, run, or ride around their city.

As part of this project, I created a project proposal, a wireframe, promotional animated video, and website.



What Can I do?

An Informational Pamphlet on Plastic Pollution

Local Organizations*

- Broom County Environmental Management Council
- NYS Public Interest Research Group
- Siema Club-Susquehanna Group

NYS Organizations*

- New York State Marine Education Association
- Environmental Advocates of NY
- WE ACT for Environmental Justice

Global Organizations*

- UNEP Regional Seas Programme
- Washed Ashore
- Ocean Ambassadors
- Take 3 Program
- 5 Gyres Institute
- Marine Defenders
- The Ocean Cleanup
- Plastic Pollution Coalition
- Surfrider Foundation

*This is a short list of some of the most notable organizations that combat plastic pollution. Look online, contact local politicians, and ask your friends and family for info on more organizations at home and abroad.

What
Can I do?

An Informational
Pamphlet on
Plastic Pollution

By 2040, There Will Be More Pieces of Plastic in the Oceans than Fish

Every Year, 4-13 Billion Tons of Plastic Enter the Oceans from All Over the World

Top 10 Most Common Marine Debris

1. Cigarette Butts
2. Plastic Food Wrappers
3. Plastic Beverage Bottles
4. Plastic Bottle Caps
5. Plastic Straws & Stirrers
6. Plastic Grocery Bags
7. Glass Beverage Bottles
8. Other Kinds of Plastic Bags
9. Paper Bags
10. Beverage Cans

Natural Events like Earthquakes and Tsunamis Can Create and Disperse Rafting Material Around the World.

Fishing Vessels, Cargo Ships, and Shipwrecks and Littering Can also Provide Rafting Material.

UNNATURAL SELECTION ART EXHIBIT BINGHAMTON UNIVERSITY | 2017

This project was funded by the 2017 Binghamton University Summer Scholars & Artists Fellowship. The goal of this art exhibition was to conduct scientific outreach through art & design in order to research how art impacts the public perception of plastic pollution.

The exhibit included infographic panels, sculptures made from repurposed plastic debris from the local Binghamton area, photographs of plastic debris both local and abroad, brochures on how patrons could have positive impacts on plastic pollution, a microscope station where patrons could view micropalstics, and a sandbox where patrons could experience how difficult it can be to separate plastic from the environment.

This exhibit was created under the guidance of Assistant Professors Francis Chang and Dr. Jessica Hua.

Can You Find Us?

6 rafting animals are hidden among marine debris. Where are they?

	Idotea isopod <i>Idotea granulosa</i>	<p>This crustacean eats excess plant material and acts as an important food source for other organisms.</p>		Black Brittle Star <i>Ophiocoma nigra</i>	<p>Black Brittle Stars come from Europe and the Mediterranean. They are usually found with other brittle star species and form the basis for sea floor communities to thrive on.</p>
	Bristly Crab <i>Pilumnus hirtellus</i>	<p>These crabs originate from the Black Sea and act as a clean up crew, eating carrion and other decay organic material.</p>		Mediterranean Mussel <i>Mytilus galloprovincialis</i>	<p>This invasive species of mussel takes up space on rocks that native species need to survive.</p>
	Sergeant Major <i>Acanthaluteres vittiger</i>	<p>Sergeant Major fish live among Atlantic coral reefs and eat algae and plankton while serving important roles as food for other organisms and hosts for many parasites.</p>		Polychaete Worm <i>Perineris ambigodonta</i>	<p>Usually found suspended in the water column of open oceans, these worms filter feed using long hair-like protrusions.</p>



Ways That You Can Help

For More Info, Read This 2016 Report, Published by the United Nations:
"Marine Debris: Understanding, Preventing, and Mitigating the Significant Adverse Impacts on Marine and Coastal Biodiversity"

	<p>Me</p> <p>Use ceramic, glass, and stainless steel alternatives when possible.</p>	<p>As Always, Reduce, Reuse, Recycle, REPEAT! Even the smallest gesture can make a difference.</p>	<p>If you see litter in your neighborhood, pick it up and dispose of it responsibly.</p>
	<p>My Family</p> <p>Educate your family on the dangers of plastic pollution and how to keep themselves and the environment healthy.</p>	<p>Take trips to see local wildlife and natural places with your family to instill an admiration for conservation.</p>	<p>Use reusable bottles and bags when on the go to avoid single-use plastic bags. Remember to clean them regularly to avoid diseases.</p>
	<p>My Community</p> <p>Boycott businesses that use microbeads in their products. Your purchasing power works wonders.</p>	<p>Join grassroots groups in your area that spread the word about plastic pollution and generate local action.</p>	<p>Write to your local politicians about how you want plastic pollution to be addressed at home & abroad.</p>
	<p>Abroad</p> <p>Donate to credible non-profits & other groups that help to clean up beaches around the world.</p>	<p>Volunteer for global humanitarian and wildlife programs that combat plastic pollution.</p>	<p>Educate family and friends abroad about the many impacts of global plastic pollution.</p>

How Plastic Impacts You:

1. Seafood that we eat may contain microplastic
2. Animals that we like are entangled by plastic
3. Fisheries and wild catch suffer from rafting wildlife

How Plastic Impacts Oceans:

1. Microplastics leech harmful chemicals once ingested
2. Hundreds of animals can die from entanglement
3. Rafting disasters and invasive species harm food chains

THIS BROCHURE & EXHIBIT ARE SPONSORED BY THE BINGHAMTON UNIVERSITY 2017 SUMMER SCHOLARS & ARTISTS FELLOWSHIP

BINGHAMTON UNIVERSITY

1990 UNIVERSITY BLVD. BINGHAMTON, NY 13902



AQUATIC ADVERTISEMENTS

PERSONAL PROJECT | 2018

These poster designs were influenced by modern travel posters for national parks in the United States. The series includes different aquatic habitats and were created in Illustrator.

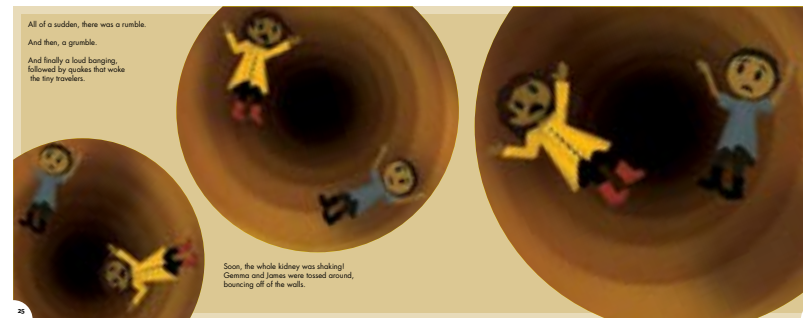


PLASTIC TYPOGRAPHY

PERSONAL PROJECT | 2018

Approached as an experimental fragmented typography project, this series represents the three major ways that plastic pollution impacts wildlife.





GEMMA JONES VISITS NUTHATCH HOLLOW
BINGHAMTON UNIVERSITY | 2018

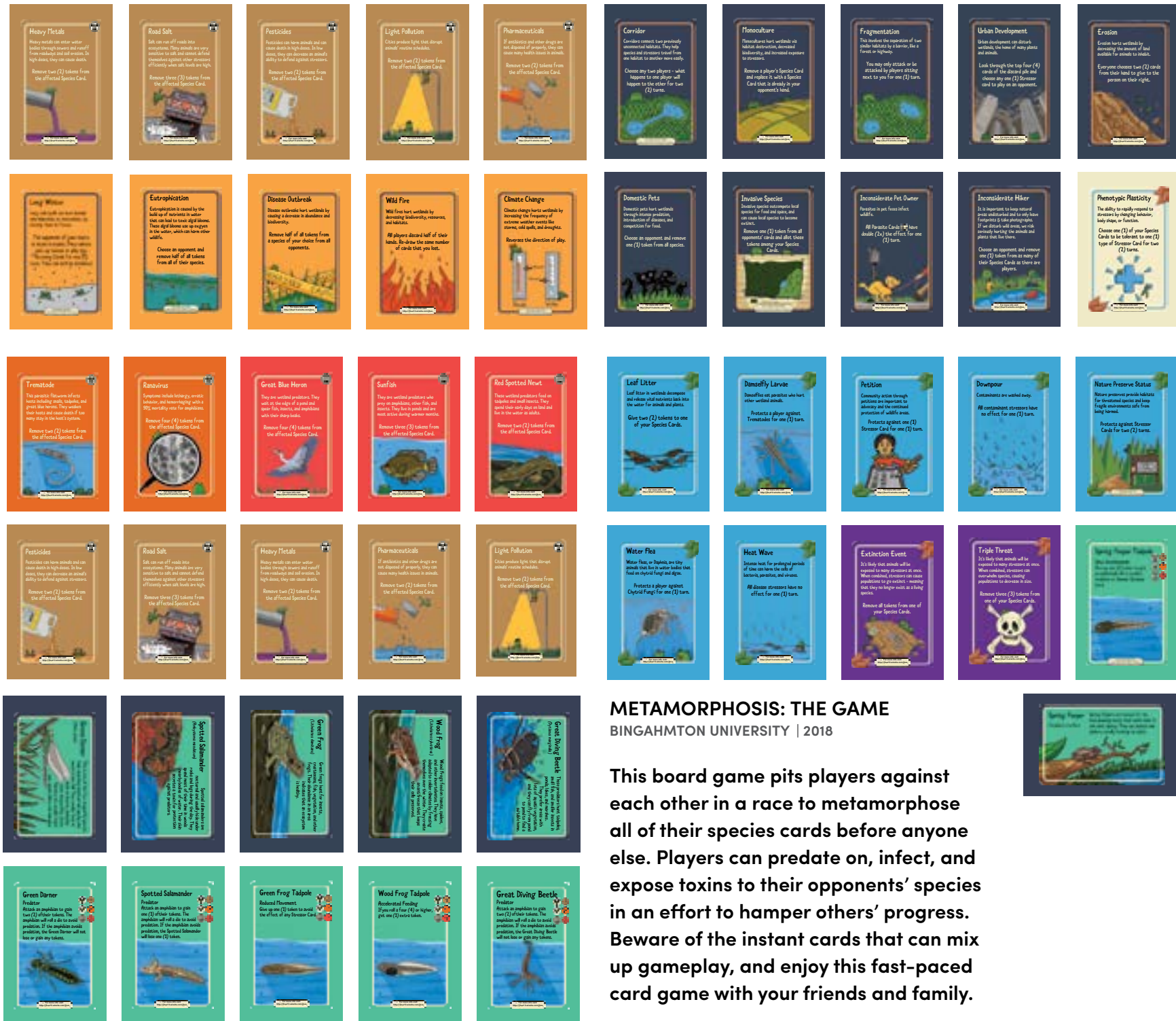
This book is written for children ranging from 3rd-5th grade and is intended to introduce readers to the incredible diversity found in wetland ecosystems. More specifically, the book walks readers through the unique and dynamic life cycle of trematode parasites.

The story represents a collaborative effort between the Hua Lab at Binghamton University, which specializes in ecological research and disease ecology, and myself. The central goal of this collaboration was to improve science literacy on issues pertaining to wetland ecology using art as a medium.

PLEASE, CLEAN YOUR PHONE
ALPENGLow | 2018

Created for the 2018 edition of *Alpenglow*, Binghamton University's undergraduate online journal of research & creative activity, this was made in collaboration with input from the Binghamton Undergraduate Research Center editorial board.

This piece currently accompanies a paper researching what microbes grow on nursing students' phones when they don't clean their devices after shifts at hospitals.



METAMORPHOSIS: THE GAME
 BINGAHMTON UNIVERSITY | 2018

This board game pits players against each other in a race to metamorphose all of their species cards before anyone else. Players can predate on, infect, and expose toxins to their opponents' species in an effort to hamper others' progress. Beware of the instant cards that can mix up gameplay, and enjoy this fast-paced card game with your friends and family.

HOW TO PLAY

(This game is meant for 2 - 6 players, Ages 10+)

Part 1: Build Your Community

Shuffle the Species Cards and hand them out to all players (each player has 3 cards).

Each player will place a card in front of them with the "Star side" side facing up.

Players then pass their cards to the player on their right. Repeat this until all cards have been placed.

Part 2: Battle it Out to Reach Metamorphosis

Shuffle the rest of the deck and hand out cards face down to all players until everyone has five (5) cards.

The person who has the most cards goes first. Order goes counter-clockwise.

I. Token Distribution

Take three (3) tokens from the pile. You may apply these tokens however you like among your Species Cards. It takes ten (10) tokens for a Species Card to metamorphose.

II. Use Your Species' Special Skills

Choose one (1) of your Species Cards and use their special skill. Some Species Cards' special skills may only be used when their card is being attacked.

III. Play a Card from Your Hand

Play up to one (1) of the cards in your hand. You may play one card with green tokens before its any time during the game. Cards with orange tokens must be played immediately upon drawing them.

Winner:
 The first player to have all three (3) of their Species Cards reach metamorphosis!

Once a Species Card is metamorphosed, flip it over and return all ten (10) tokens to the token pile. This card cannot be affected by any cards from this point onward.

CARD ANATOMY

(A guide on what these cards do)

Species Card

- Name of the species: All this number or greater to avoid contaminants.
- Special Skill: All this number or greater to avoid Diseases.
- A red illustration of this species: All this number or greater to avoid Predators.
- Where to find more information on this species.

Stressor Card

- Name of the Stressor: Indicator of the type of stressor that it is.
- The science behind the stressor: Other types of Stressors.
- A blue illustration of this stressor: Predator, Disease.
- Where to find more information on this species.

HPC PLAYBILL
since 1979

THE HINMAN PRODUCTION COMPANY PROUDLY PRESENTS

WHITE LIARS
BLACK COMEDY

TWO PLAYS BY PETER SHAFFER

DIRECTED BY **JULIAN FRIEDMAN**
ASSISTANT DIRECTED BY **CONNOR SIEMER** & **RACHEL BASS**
STAGE MANAGED BY **GINA PARISI**

THURSDAY OCT. 27TH 8PM
FRIDAY OCT. 28TH 8PM
SATURDAY OCT. 29TH 2PM
SATURDAY OCT. 29TH 8PM

HINMAN COMMONS

\$3 @ THE DOOR

Facebook: @hinmanpc | @thehpc | @thehpc | @thehpc
Instagram: @hinmanpc | @thehpc | @thehpc | @thehpc

White Liars/Black Comedy is presented through special arrangement with Samuel French Inc. All authorized materials are also provided by Samuel French. All rights reserved.

BLACK COMEDY/ WHITE LIARS

Black Comedy
Brindsley Miller- Brian Dailey
Carol Melkett- Caroline Stuto
Mrs. Furnival- Liska Gutierrez
Colonel Melkett- Charles Meckley
Harold Gorrige- Brian Walsh
Schuppanzigh- Juliana Ramirez
Clea- Kristen DiPietra
Georg Bambrugger- Zahra Jean

The White Liars
Sophie Lemberg- Zahra Jean
Tom- Ben Jones
Frank-Julian Friedman

Director: **Julian Friedman**
Assistant Directors: **Connor Siemer & Rachel Bass**
Stage Manager: **Gina Parisi**

HPC Eboard
President- Sydney Rosen
Vice President - Natalie Lista
Secretary- Mollie Teitelbaum
PR Officer- Ben McLaughlin
PR Officer- William Livingston
Tech Director- Matt Vegiard
HCC Ambassador- Becca Silverman

Tech Crew:
Matt Vegiard
Hope Brennan
Rebecca Engel
All Who Helped with Build

HPC Liaison- Kristen DiPietra

DIRECTOR'S NOTE

This wasn't an easy decision. I really mulled it over, transitioning from actor to director. It's easy to analyze myself, but to sit in judgment over other people, over someone else's writing, and over comedy itself, seems kind of mean-spirited. Who am I to judge their work? I'll tell you, I'm just a guy who likes to see human reactions and stimuli. Yeah, so what, people need to react everyday, to understand and make decisions based on the world they live in. But to me all the little idiosyncrasies that each person has, is vastly interesting. Each choice you make is based off years of nurturing of family and friends, thousands of years of human culture, millions of years of evolution, and billions of years of atomic bonding, and it's all in a fleeting moment. I can never tell you why choices are really made, but with this show, I can only give my interpretation of what makes the choices of these actors interesting.

The more pressure from the environment, the harder and more fascinating the choices and reactions will get. That's what happens in this show, the characters assume they have control over their lives and make simple choices, but by the end, their choices have brought them all to a state of complete disarray. The choices they make, will affect the choices you, the audience will make, to laugh, cry, or be confused by this show. Now all I can do is hope that you will enjoy these actor's choices just as I did.

I would like to thank, the cast, my two A.D's, Rachel and Connor, who helped me be creative and organized and a little less demented, my stage manager, Gina, who did fantastic work tying everything together, costumer, Rebecca, for coming and hemming all our crazy body types, the HPC E-board, the roommates, the classic Rents, and those who taught me their opinions on the art of choice

Julian Friedman
Director



HINMAN PRODUCTION COMPANY: WHITE LIARS /BLACK COMEDY PLAYBILL
HINMAN PRODUCTION COMPANY | 2016

Created for the farcical 2-play show “White Liars/Black Comedy” by Peter Shaffer, this playbill was featured for patrons of the Hinman Production Company show in October 2016. Light and darkness are used prominently in the storyline of each play, and the jagged, off-kilter layout reflects that and the general chaos that erupts as the show goes on.

REJUVINATION
PERSONAL PROJECT | 2018

Originally designed by hand and transferred to Photoshop, this piece reflects the end of a time when I had felt particularly discouraged and the beginning of a time when I had more confidence in my abilities. My other major in college was environmental studies, so it was natural for me to depict my emotions through the lens of natural ecology.



AMERICAN GOTHIC ARCHITECTURE

PERSONAL PROJECT | 2018

As a study in shadow and form, this traditional illustration was drawn partially from imagination and partially from a photographic reference. Done with micron pens and #2 pencil, this piece aims to accentuate the craftsmanship that went into constructing these houses in every roof shingle and floorboard.



TYPOGRAPHIC TRICERATOPS

PERSONAL PROJECT | 2018

As someone who has loved anything dinosaur since I was 5, the triceratops has always been one of my favorites. This piece was inspired by that fascination and by other artists' Pinterest and Instagram typography posts. I originally sketched out the general shape that I wanted, then digitally manipulated each vector to fit within that shape in a way that was visually in sync. After that, I transferred the file to Photoshop, where I added texture and shadow.

GREAT WOMEN IN S.T.E.A.M.



Dr. Patricia Bath

DOCTOR
extraordinaire

The 1st African American female doctor to receive a medical patent!

Patricia studied at Hunter College, Howard University, and Columbia University.

She was the 1st African American woman to complete a residency in ophthalmology.

She invented the Laserphaco Probe for cataract treatment and co-founded the American Institute for the Prevention of Blindness.

1942-present. USA.

GREAT WOMEN IN S.T.E.A.M.



Hedy Lamarr

ENGINEER
extraordinaire

Her frequency-hopping communication tech helped the allies during WWII!

Hedy developed an innovative communication system immune to jamming to guide allied torpedoes.

Her tech is used today in wireless cash registers and barcode readers.

She is well known as an accomplished actress in Hollywood.

1913-2000. Austria-USA.

GREAT WOMEN IN S.T.E.A.M.



Jann Haworth

ARCHITECT
extraordinaire

Feminist Advocate and Accomplished pop artist!

Jann studied at UCLA, the Courtauld Institute of Art, and the Slade School of Fine Art.

She helped pioneer the soft sculpture movement.

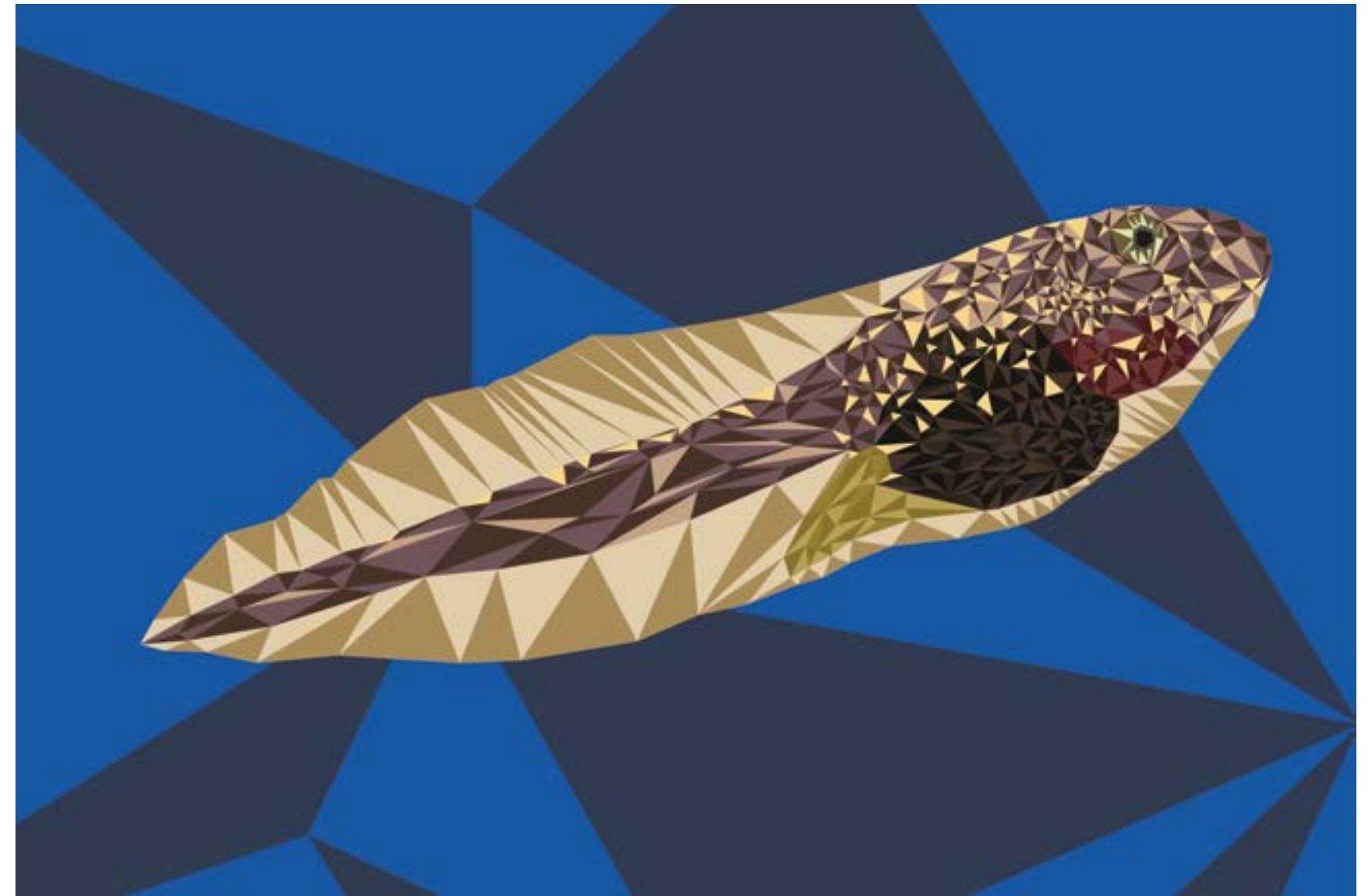
Famous works of hers include The Beatles' Sgt. Pepper's Lonely Hearts Club Band album cover.

1871-1961. USA.

GREAT WOMEN IN S.T.E.A.M.
PERSONAL PROJECT | 2018

As part of my children's book work, I realized just how few children's books have been made that celebrate great women; I want to change this.

Still a work in progress, this book will feature achievements and illustrations of great women throughout history and around the world specifically in Science, Technology, Engineering, the Arts, and Math. These images offer a snapshot of what is to come once the book is done.



THE DEADLINE IS COMING UP

PERSONAL PROJECT | 2018

In college when I would spend more of my time in the lab or studio creating than sleeping, and it was during those late nights when I would identify strongly with this piece.

WOOD FROG TADPOLE

BINGHAMTON UNIVERSITY | 2018

The wood frog is a species of frog used widely in ecotoxicology experiments run by members of my laboratory run by Dr. Jessica Hua at SUNY Binghamton. This piece was made for my very first art exhibition, which was created as a means to research how art impacts public perception, comprehension, and retention of scientific information.



BEN MCLAUCHLIN

GRAPHIC DESIGNER & ILLUSTRATOR

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