

Benji Stafford

Design Lead and Creative Specialist

Portfolio: benjistafford.com.au

email: benjistafford@gmail.com

LinkedIn: linkedin.com/in/benjistafford

Summary

Design Lead and Creative Services Specialist with 10+ years' experience delivering high-impact creative across digital, physical, and experiential environments. Proven leader in managing end-to-end creative delivery, guiding internal teams and external partners, and safeguarding brand integrity across complex organisations. Extensive experience working across tourism, lifestyle, telecommunications, and public-facing brands, with a strong focus on storytelling, accessibility, and audience-centred design.

Work Experience

Vocus Group

2018 - Current
Melbourne

Design Lead

Senior creative leadership role within a large, highly regulated organisation, responsible for shaping how multiple consumer brands are expressed across public-facing channels.

- Lead the creative direction and delivery across multiple national telecommunications brands including Dodo, iPrimus, and Commander
- Manage and mentor a distributed in-house design team, setting creative standards, workflows, and quality benchmarks
- Oversee end-to-end creative production across digital, print, OOH, social, and campaign assets
- Partner closely with marketing, brand, product, legal, and external agencies to ensure brand consistency and compliance
- Provide creative governance across high-volume asset production, balancing speed, quality, and brand integrity
- Drive process improvements and tooling efficiencies to streamline creative delivery at scale

Australian Good

Food Guide

2017 - 2018
Gold Coast

Digital Designer

Digital design role within a fast-moving travel and lifestyle business, balancing brand, product, and audience needs across consumer platforms.

- Led digital design across a high-profile travel and lifestyle brand, including a consumer-facing app and website
- Translated complex stakeholder and client requirements into clear, intuitive digital experiences
- Played a key role in establishing and maintaining a comprehensive brand and UI style guide

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Work Experience Continued

NAWO

(National Association of
Women in Operations)

2018

Melbourne

Graphic Designer

- Supported the ongoing design and optimisation of public-facing and members-only web portals
- Worked closely with communications stakeholders to deliver clear, accessible content and interfaces
- Designed and refined UI/UX components to improve usability and engagement

Learoy Education

2014 - 2017

Melbourne

Design All Rounder

- Designed interactive digital learning materials for corporate and education clients
- Produced social media and marketing assets aligned with structured learning outcomes
- Supported print production including textbooks and educational guidebooks
- Balanced creativity with clarity, accessibility, and audience needs
- Assisted with content development and digital asset management

Content And Creative Practice

The NSW Caravan and Camping Association

(CCIA)

2025 - Current

Content Creator and Creative Partner

Place-based creative practice focused on translating natural environments and outdoor experiences into engaging public storytelling.

- Creating place-based visual content highlighting camping, parks, and outdoor experiences across New South Wales
- Developed short-form and long-form content designed to engage broad public audiences across digital platforms
- Worked closely with tourism and outdoor stakeholders to align creative output with brand, values, and messaging
- Balanced storytelling with environmental sensitivity, accessibility, and respect for natural and cultural landscapes
- Delivered end-to-end content production including concept development, filming, editing, and final delivery
- Assisted with content development and digital asset management

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Content And Creative Practice Continued

Eden Quest
2026

Independent Creative Practice

An independent creative practice exploring storytelling, place, and human connection through visual content, field research, and public-facing creative work.

- Developed original visual and narrative content focused on natural environments, travel, and reflective storytelling
- Explored themes of place, learning, and observation through long-form and short-form digital content
- Produced end-to-end creative outputs including concept development, filming, writing, and editing
- Applied a consistent creative framework across projects, balancing aesthetics with meaning and accessibility
- Used creative practice as a means of research, exploration, and public engagement rather than commercial promotion

Education

Diploma of Graphic Design

CATC Design School Melbourne

Bachelor of Multimedia

CQU University

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