



Ben Adamson

Interactive Designer

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## Design Statement

I believe that the field of interactive design is constantly evolving, increasing in prevalence with each day that passes. As technology advances, tools change and new mediums emerge. It is the designer's duty to adapt, researching and developing the necessary skills to ensure effective and uninterrupted communication.

Interactive design is a demanding profession that requires the melding of technology with creativity in order to convey influential messages and functional user experiences. I believe that the most successful designers are not only passionate about creating meaningful work, but also possess a deep sense of empathy for both their client's needs and the experience of the end user. When all is said and done, if both the client and the interactive designer are happy, but the user affected by the design is unhappy, a piece has ultimately failed.

A quick learner with a passion for great design and the innate ability to empathize with others, I find a tremendous amount of satisfaction in devising innovative solutions to real-world problems. By paying attention to every minute detail in a project and conveying to clients that the needs of their customers sometimes supersede their own, I will always produce measurable results. Through effective design, I believe that my work will enrich the lives of others while fulfilling the need for creativity and positivity in my own life.