



# Ben Patriquin

CREATIVE LEADER & BRAND STRATEGIST

## ACCOLADES

### SALEM STATE UNIVERSITY

- 40 Under 40
- VP, Creative Director – 2021

### WEB AWARDS

- Amplex Pharma, Website – 2020
- Daré Bio, Website – 2020
- Mirum, Website – 2020
- Phase Bio, Website – 2020
- Teneo Bio, Website – 2020
- Turning Point TX, Website – 2019

### GD USA AWARDS

- Mirum, Website – 2020
- Bridge Bio, Branding – 2019
- AFYX, Branding – 2019
- Equillum, Infographic – 2019
- J&J Innovations, Brochure – 2019
- Phoenix Tissue Repair, Motion Graphics – 2020

## CONTACT

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## ABOUT ME

I'm a creative leader with 15+ years of experience building and evolving brands across biotech, life sciences, and healthcare. I love turning big ideas into clear, impactful storytelling, whether it's through brand design, digital strategy, multi-channel campaigns, or compelling narratives that connect with customers, patients, investors, and industry leaders. I've led high-performing teams, shaped strategic direction, and brought creative energy into everything from executive comms to full-scale brand transformations. At the heart of it all, I'm passionate about collaboration, pushing boundaries, and creating brand experiences that truly engage and inspire.

## WORK EXPERIENCE

### Head of Creative & Communications

#### RAMPART BIOSCIENCE, 2021 – 2025

- Act as the creative visionary for venture-backed gene therapy company, conceiving of and leading all branding and design work—from logos, photography and website to signage and interior design.
- Hired and managed PR agency, designers, writers, and web development team; Serve as lead on all communications programs, including a Series A announcement.
- Champion creative thinking throughout the organization, creating employee events and awards programs that incentivize collaboration and innovative thinking.
- Fully integrated into the executive team, with responsibility for translating our scientific progress into creative collateral that spoke to investors and patients.
- Planned and executed our annual two-day, off-site event for employees, investors, and patient advocates; developed run of show, acted as moderator and emcee, and coordinated with all vendors.

### Senior Vice President & Creative Director

#### INIZIO EVOKE, 2015 – 2021 (formerly Canale Communications)

- Developed the agency's creative department from the ground up, providing creative vision and leadership that doubled company revenue over span of five years
- Recruited and led team of 13 talented creatives, encompassing design, web development and project management.
- Developed thriving internship program with local universities.
- Led new business pitches for all creative work, proposing concepts and insightful strategies that brought in more than 30 new clients through branding, web development, and design work.
- With an eye towards organic growth, significantly expanded existing client relationships, proposing and taking on large, award-winning integrated campaigns with impact across multiple channels.
- Spearheaded new brands, websites and creative strategies for more than 150 biotech and life science companies.

### Brand Manager/Senior Designer

#### MILLENNIUM HEALTH, 2011 – 2015

- Served as lead designer for a major rebrand of Millennium Health (from Millennium Laboratories), ensuring creative excellence that aligned with key strategic business goals.
- Developed campaign concepts and led execution in collaboration with outside vendors, in-house production team, integrated communications, and product management group.
- Created original graphics, and designs to support advertising, marketing, events, and promotional collateral such as posters, brochures, booth graphics, banners, promotional items, and other marketing/advertising materials.
- Led design efforts on all digital assets including websites, experiential touch screens, and digital order forms for D2C digital strategy
- Primary in-house liaison between all design-related vendors and corporate marketing contractors and executive team..
- Managed brand guidelines and ensured brand consistency across all channels; communicated guidelines with company's 600+ employees.