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# Ben Patriquin

CREATIVE LEADER & BRAND STRATEGIST

## CONTACT

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## EDUCATION

### Bachelor of Art + Design

Salem State University

### Arnold Worldwide

Boston, MA

Internship Program

## SKILLS

- Problem solving skills
- Numeracy skills
- verbal communication
- Strong customer service
- Self-motivation
- Motivational Skills
- Verbal communication
- communication

## 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 that's through brand design, 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

### Chief Creative Officer

RAMPART BIOSCIENCE, 2021 – Present

- 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.
- Serve as lead on all communications programs, including a Series A announcement; hired and manage PR agency, designers, writers, and web development team.
- 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.
- Plan and execute our annual two-day, off-site event for employees, investors, and patient advocates; developed run of show, acted as emcee, and coordinated with all vendors.

### Senior Vice President & Creative Director

INIZIO EVOKE (formerly Canale Communications), 2015 – 2021

- Launched the agency's creative department, providing creative vision and leadership that doubled company revenue over span of five years.
- 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, integrated

## EXPERTISE

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- Adobe Illustrator
- Adobe Indesign
- Adobe XD
- Adobe Photoshop
- PowerPoint
- Microsoft Word
- Microsoft Exel

## ACCOLADES

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### SALEM STATE UNIVERSITY

40 Under 40

VP, Creative Director – 2021

### WEB AWARDS

Amplix 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

Equilibrium, Infographic – 2019

J&J Innovations, Brochure – 2019

Phoenix Tissue Repair,  
Motion Graphics – 2020

## EXPERIENCE CONTINUED

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campaigns with impact across multiple channels.

- Recruited and led team of 10 talented creatives, encompassing design, web development and project management; developed thriving internship program with local universities.
- 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.
- Primary in-house liaison between all design-related vendors and corporate marketing contactors.
- Managed brand guidelines and ensured brand consistency across all channels; communicated guidelines with company's 600+ employees.

## INTERESTS

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Dadding



Travel



Camping



Beach Days



Hoop Head

When I'm not shaping brands, I draw inspiration from the world around me—whether it's traveling with my wife and three kids, exploring nature through hiking, camping, and beach trips, or the energy and strategy of basketball, both playing and cheering on the Celtics. These experiences fuel my creativity, shaping the way I approach branding, design, and storytelling.