

Jessica Benz

SENIOR EXPERIENCE DESIGNER

I am passionate about creating innovative design solutions that shape impactful experiences with creative storytelling, immersive human-centric environmental graphics, & intuitive wayfinding.

WORK EXPERIENCE

SENIOR EXPERIENCE DESIGN SPECIALIST, ASSOCIATE

HOK Architecture / NYC / May 2016 - May 2026

Recent Impact:

- Signage & environmental graphics program co-lead for Mutual of Omaha's 800,000 sq. ft., 44 floor HQ building that includes: specialty amenity signage, custom naming & logos, digital experience design, 2D & 3D graphics, full wayfinding & signage program, Experience Center design with archive content organization & strategy.
- Co-lead re-strategizing HOK's Discovery Sessions, previously visioning sessions, emphasizing research & client collaborations.
- Teaching presenter at the 2026 ISA Conference discussing signage designer & fabricator documentation best practices.
- Fostering positive multi-year client relationships leading to additional project scopes with WPP Media, Dentsu Media & Apollo Mgmt.

Experience: Leading client presentations, strategy & documentation for all design phases: from research, concepts, design development, design intent drawings, & CA • Experienced leading design projects across many markets: Workplace, Healthcare, S&T, & Justice • Mentoring junior designers to develop their communication & design skills • All projects involve working within & collaborating across multidisciplinary teams, both in person & virtually.

Clients: Mutual of Omaha, Dentsu Americas, Royal Caribbean Group, WPP Media, Invesco, Shiseido Beauty, Apollo Global Management, Astra Zeneca, Aetna, Chief Andrew Isaac Health Center, Beiersdorf Cosmetics, New Jersey Judiciary, Oklahoma County Behavior Health Center, STV Group

DESIGN MANAGER, SENIOR ENVIRONMENTAL GRAPHIC DESIGNER

Harkess-Ord International / NYC / April 2010 - May 2016

Experience: worked both independently & collaboratively to deliver environmental graphics & signage programs from concept to installation • project sizes ranged from single site graphics heavy designs to large multi-site signage projects implementing designs across 50+ international sites • Conceptualizing & designing new graphic systems & guidelines for 2 major national financial firms • Researching, designing & presenting new proposals.

Clients: Oracle, BNY Mellon, Morgan Stanley, Citibank, Allstate, Actavis, Allergan, Smith & Nephew, MasterCard, E*trade, Salesforce

ENVIRONMENTAL GRAPHIC DESIGNER

Roll, Barresi & Associates / Cambridge, MA / Jan 2008 - April 2010

Experience: Designing signage, maps, & environmental graphics from design proposal to fabrication across 10+ projects • Rendering designs using 2D & 3D programs for presentations • Preparing technical specs & design intent drawings for fabrication.

Clients: Boston University, Harvard University, Museum of Fine Arts, Bryn Athyn Historic District, Marquette Law, Roger Williams University, Johnson & Wales

CONTACT

JessicaBenzNY@gmail.com
Jessicabenzdesign.com
Astoria, NY
513.673.3981

EDUCATION

Rhode Island School of Design
BFA, Graphic Design

AWARDS

Interior Design Magazine
Best of Year: Creative Office
Shiseido Americas HQ, HOK

Interior Design Magazine
Best of Year: Product Design
Origami Carpet Collection,
Mannington Carpet x HOK

SOFTWARE KNOWLEDGE

- Adobe Creative Suite: Illustrator, Indesign, Photoshop
- CAD Tools
- Microsoft Office Suite: Word, Excel, Powerpoint, Outlook, OneNote
- Sketchup

INDUSTRY KNOWLEDGE

- User Journey Mapping
- Wayfinding Strategy
- Fabrication & Installation Best Practices
- Design Intent & Spec Documentation
- ADA & Statutory Compliant Signage Requirements
- RFP Review & Response

DESIGN EXPERIENCE

- Brand Logo Development
- Icon Design
- Guideline Design
- Exhibit Design
- Intuitive Room Numbering
- Creative Space Naming
- Illustration
- Custom Carpet Design

INTERESTS

- Immersive Theater
- Theme Park Design
- Music & Concerts
- AI Integrated Art & Design
- Renaissance Architecture