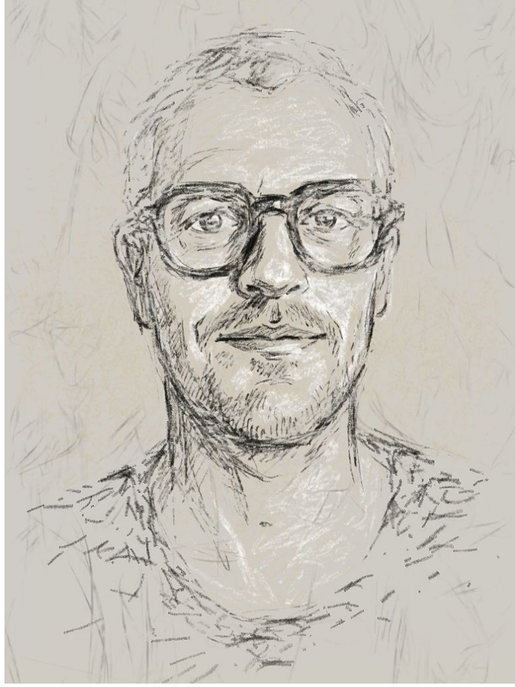
Ben Lunt
Innovation, experience design & creative direction



I’ve spent the last 20 years leading the development of innovative, effective and award-winning campaigns and experiences for global brands across marketing, e-commerce, omnichannel CX and loyalty.

I help businesses explore how new technologies can expand and enrich the experience of their brand, and with a clear focus on driving desire across the end-to-end customer journey.

→

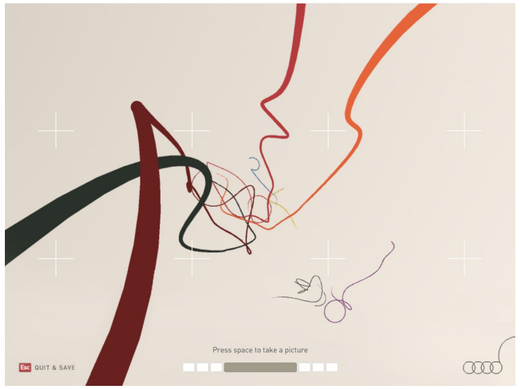
Old dog
20 years of adventures at the intersection of culture, commerce & technology

2000



POGO TECHNOLOGY
WALT DISNEY INTERNET GROUP

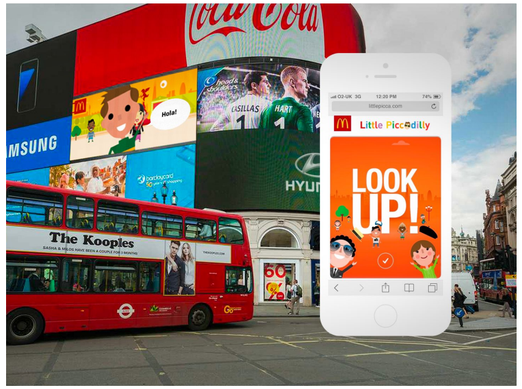
2005



GOOD TECHNOLOGY
now VML LONDON

Adobe
Audi
BBC
Financial Times
HSBC

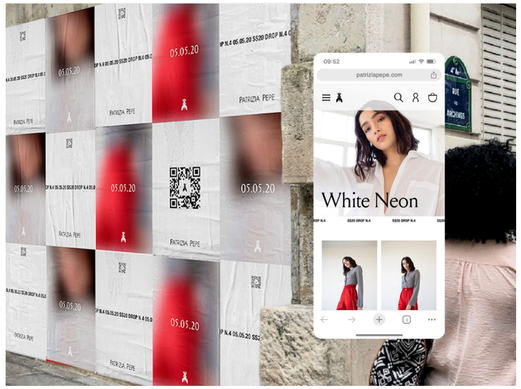
2010



LEO BURNETT

Always
Art Basel
Max Factor
McDonald's
NSPCC

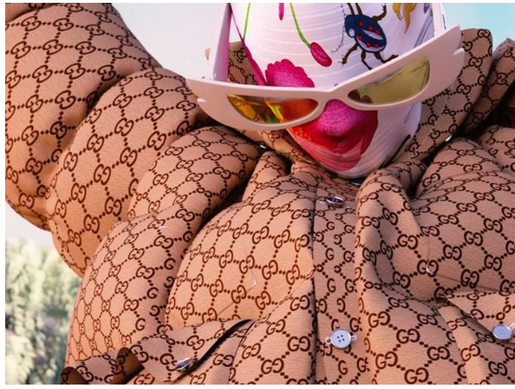
2015



BMB
WEDNESDAY

Bally
New Balance
Off-White™
Patrizia Pepe
Samsung

2020



MONKS
FLUX.MONKS

Balmain Beauty
Bottega Veneta
Gucci
Hugo Boss
Tommy Hilfiger

New tricks
Evolving expertise in a rapidly changing industry landscape

2000

2020



START-UP / IN-HOUSE

Designer/Developer
POGO TECHNOLOGY

Lead Designer/Animator
WALT DISNEY INTERNET GROUP

DIGITAL

Head of Creative Technology
GOOD TECHNOLOGY

INTEGRATED / BRAND

Head of Experience
LEO BURNETT GROUP

Executive Digital Director
BMB

CX / PRODUCT

Experience Design Consultant
WEDNESDAY

GTM / GROWTH

Founding partner
FLUX.MONKS

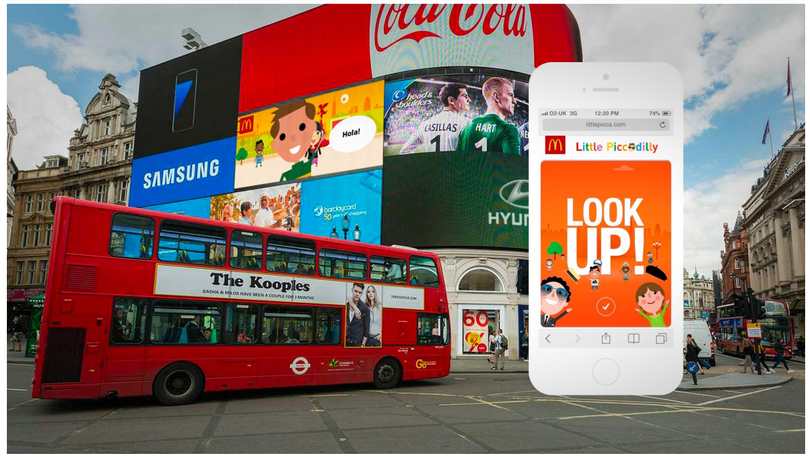
Storytelling & service

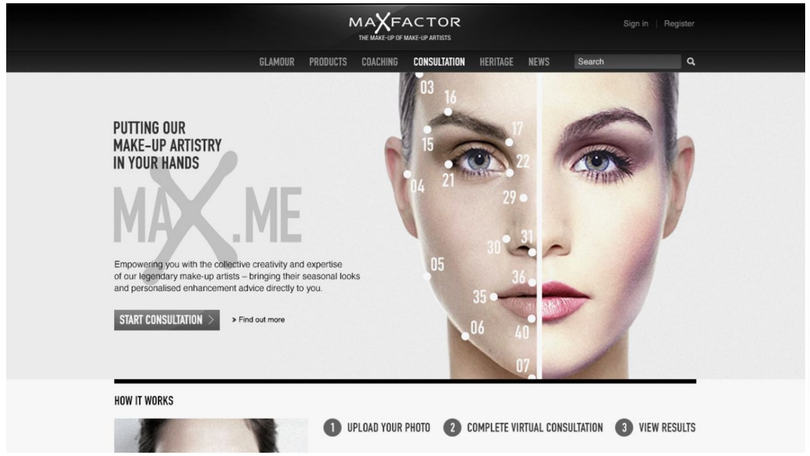
Operating across the full surface area of brand expression

BRAND COMMUNICATION			BRAND EXPERIENCE			BRAND PROPOSITION		
Campaigns	Activations	Content	E-commerce	Omnichannel	Loyalty	Service	Product	Positioning

Highlights & exemplars

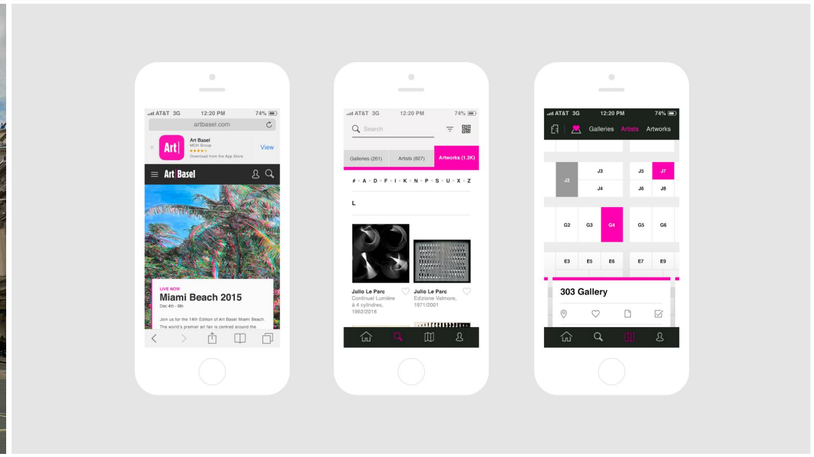
BRAND COMMUNICATION





Campaigns | Activations | Content

BRAND EXPERIENCE





E-commerce | Omnichannel | Loyalty

BRAND PROPOSITION





Service | Product | Positioning

Highlights & exemplars

Expressing something essential about the brand, and driving commercial results

McDonald’s, Little Piccadilly

650,000+

Unique visitor creations, 2014–15

Art Basel, Product strategy & experience design

4.3x

App downloads, YoY, 2015

Hugo Boss, Loyalty strategy & programme concept

+17%

New member registrations, YoY, 2025

Max Factor, Max.Me

2.4x

Net Promoter Score, 2013

Patrizia Pepe, Omnichannel experience design

+27%

E-commerce conversion rate, YoY, 2019

Monks, fashion & luxury GTM

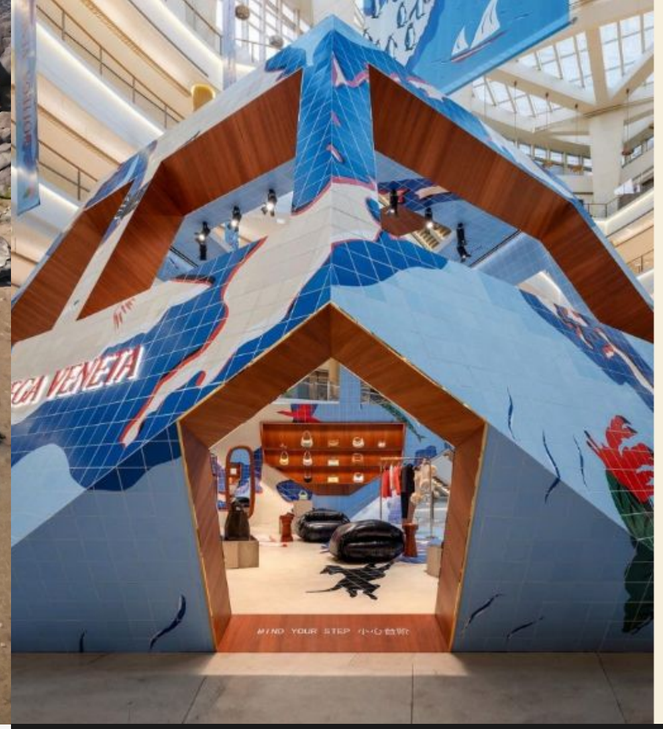
8%

Total annual revenue, FY24 (baseline: 0%, FY20)

→

FLUX.Monks

LEADING NEW CREATIVITY
THROUGH THE FLUIDITY OF
CULTURAL, COMMERCIAL
AND
TECHNOLOGICAL CHANGE



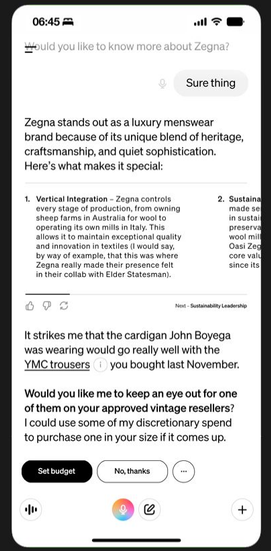
AR

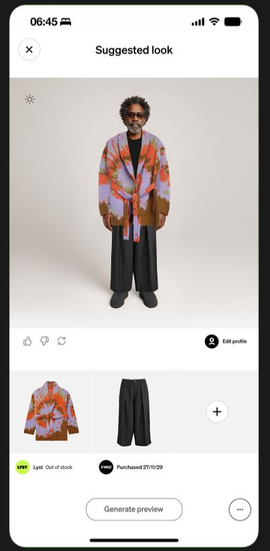


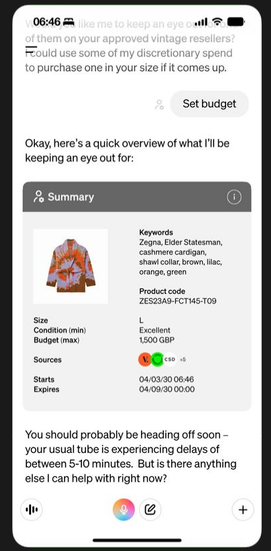


Blockchain









AI

Red threads

Recurrent themes across a circuitous career

ADVOCATE / INTERPRETER

Advocating for the sensitive and effective use of technology to express something essential about the brand. Interpreting the needs and motivations of diverse disciplines and stakeholders in order to drive alignment, quality and momentum.

CRITICAL THINKER / SIMPLIFIER

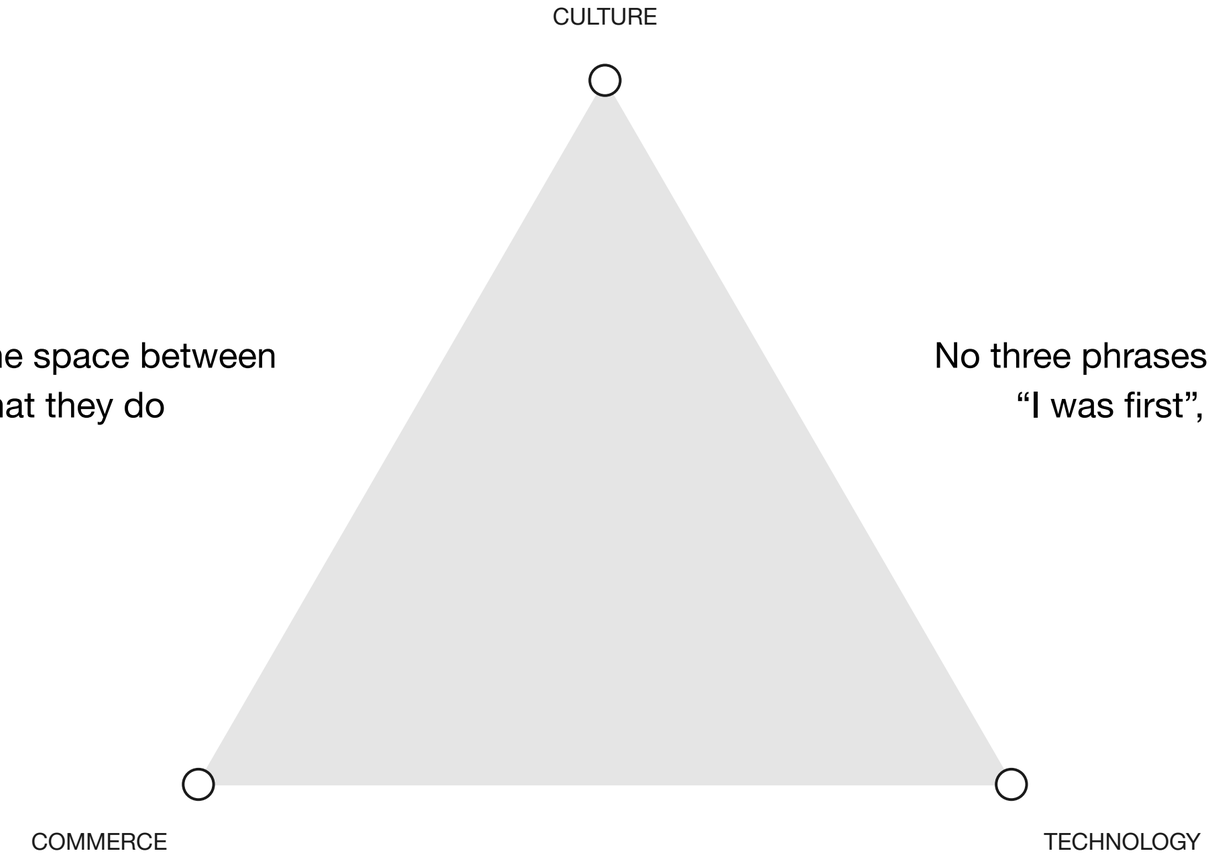
Bringing a critical mindset to emerging technologies in order to sort hope from hype. Elegantly framing the challenge and the opportunity in order to drive clarity, inspire the team, and maintain a clear direction of travel throughout the process.

BUILDER / MENTOR

Consistent track record of building and leading high performing interdisciplinary teams across diverse geographies and timezones. Empowering, nurturing and celebrating new talent within the business and across the broader industry.

Guiding principles
Evergreen truths that have kept me honest along the way

Successful brands exist in the space between what they say and what they do



No three phrases have more cultural currency than “I was first”, “I was there” and “I belong”

Great design is not just what things look like;
it’s how they work (and how that makes you feel)

What I’m doing now

ROMAN VIKING

Strategic design consultancy.
Innovation at the intersection of culture,
commerce and technology.

Where I might add value to your business

PROPOSITIONS

Reality bends to those that tell the best story. And the most successful businesses have their story baked in. I help craft distinctive propositions that give start-ups, services and products clear, upstream direction.

Trend identification & horizon scanning
Competitor analysis & benchmarking
Positioning & differentiation strategy
Value proposition design
North Star vision setting

PRODUCTS

Success comes from understanding not only what new technology promises to achieve, but what culture is ready to accept. I help you align emergent technologies and consumer behaviours to deliver experiences that delight.

Cross-functional stakeholder engagement
Interdisciplinary design leadership
Audience segmentation & persona development
Digital ecosystem & omnichannel journey design
Product vision & roadmap definition

PROJECTS

All character is action, and a brand’s values cut through louder with actions than words. I help you conceptualise innovation-led interventions in contemporary culture that get people talking about your brand.

Pitch & presentation strategy
Innovation strategy
Content strategy
Concept development & creative direction
Experience design direction

GUCCI

LA FAMIGLIA

MYSTERY UNFOLDS

ENTER THE VILLA

English



GUCCI

3/3

I believe the thief is still here. Before the party ends, I ask you to find out who stole my jewelry.

START THE INVESTIGATION

3/4

CLOSE

you look very young to be la principessa's father

My age is of no consequence to this investigation. Perhaps you should focus on the matter at hand: the stolen **earrings** of **la Contessa**.

sciura has intimated that you are in financial difficulty - what do you say to this?

Sciura is well-known for her insinuations. Her opinions on my personal finances are irrelevant to the theft of **la Contessa's earrings**. I am more concerned about who authorized your presence here; you were not on the guest list.

la contessa has given me full authority to identify the thief that stole her jewellery

IL DIRETTORE

TL;DR

I am available for fractional, fixed term or freelance roles within businesses, brands and institutions that are looking to invent the future.

I am also open to considering permanent opportunities, should our agendas be aligned and the chemistry is there :)

It’s Q2 for the 21st century.
There are no maps for these territories.
Let’s chart them together.

Testimonials

I would work with Ben again immediately. He combines strong insight with deep passion and commitment for the project. He brings simplicity and clarity to the most complex of challenges. He knows how to handle different opinions and, when it's needed, to give direction – all while making sure you have a lot of fun along the way.

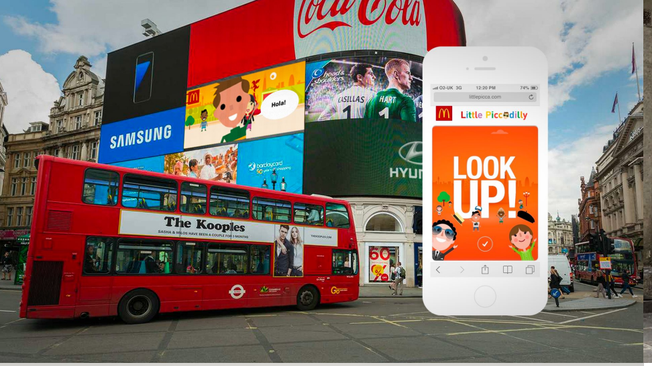
Wanja Bont
Leader, PwC Experience Center, Zürich

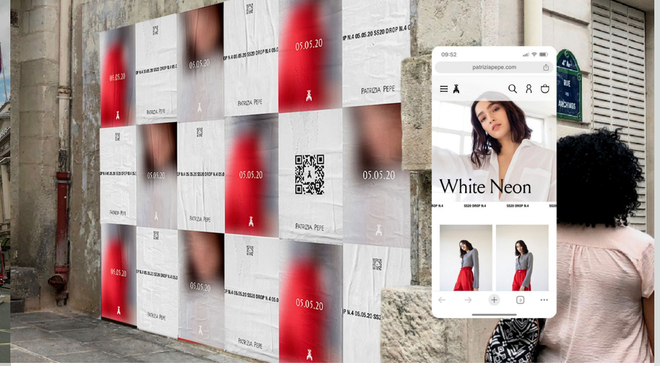
Ben combines strategic thinking with genuine curiosity about culture, technology and creative innovation. Rather than approaching projects as isolated deliverables, he consistently helped us frame broader opportunities, and challenged us to think differently – offering clear direction while remaining collaborative and pragmatic.

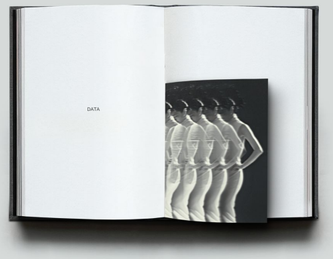
Micael Barilaro
VP Brand Innovation Ventures, Gucci

Infectiously positive, straight-talking, and blessed with an array of multi-discipline skills, Ben quickly gets to the heart of tricky challenges. People naturally turn to him when work reaches deadlock – whether it's a client who needs convincing, or a team who've lost their way, he'll help focus minds on the end goal and lead the way there.

Jonathan Reeves
SVP Consulting, VaynerMedia EMEA



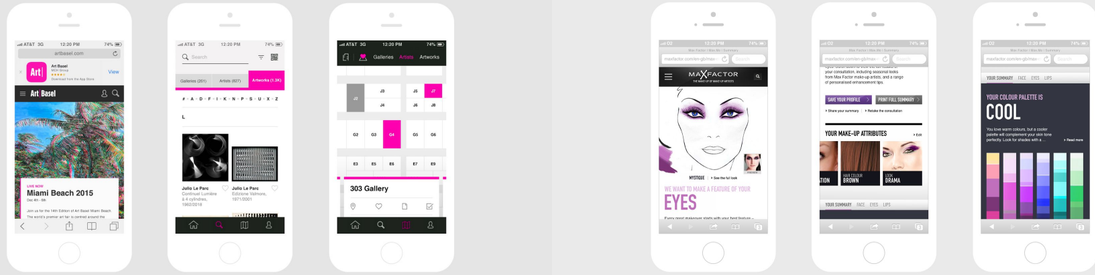












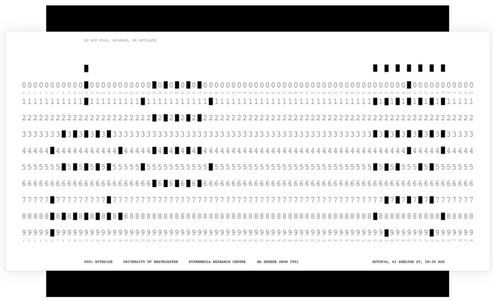














View portfolio

Ben Lunt
Innovation, experience design & creative direction

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+44 7855 331497



Read resumé