

ANTHONY STUART HOBBS



A multi-skilled designer and manager with commercial acumen and extensive knowledge in Graphic Design principles and practices within a diverse design portfolio including Brand development, Advertising campaigns, Marketing design, Packaging, Exhibition, OOH / POS display, Small to Large format print, Signage & Vehicle Livery, Digital design and Sportswear product development.

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EXPERIENCE

CLASSIC SPORTSWEAR LTD - CARDIFF

SENIOR GRAPHIC DESIGNER | JUNE 2021-APRIL 2023

Responsible for introducing new artwork techniques in the design of new lines within sportswear ranges, marketing design of company/products and separate fitness centre through B2C, online websites, social media and video. Dealing with local clients and new international division in Dubai, managing artwork between countries.

FREELANCE DESIGN | 2019-2021

Relocated back to UK in August 2019. Developed skills in Pre and post videography, motion design and 3D, providing freelance graphic design and video production for South African and UK clients during the adjustment period, and through the COVID 19 Pandemic.

LIGHTHOUSE DESIGN & ADVERTISING - SOUTH AFRICA

LHD SPORTSWEAR & PRODUCTS - SOUTH AFRICA

MANAGING CREATIVE DIRECTOR | 1998-2019

- Founded, developed and managed a Graphic Design Studio for 21 Years
- Introduced a sportswear dye sublimation division in 2009
- Managed a creative team of 4 Designers, administrative staff and manufacturers
- Hands on with design, creative direction, mentoring designers, assigning work, designing and collaborating with creative team with studio support in day to day operations
- Project Management included: Brand development, Advertising campaigns for print press and digital, Marketing print collateral - brochures, annual reports, folders, leaflets, calendars, catalogues, posters, Packaging collateral, POS, OOH, Exhibition graphics and Signage, Photography, Image retouching, colour manipulation and SFX, CMS Development for In-house LHDMX online store, Digital Collateral such as PPT presentations, electronic newsletters, HTML banners/emails, Front end Web design and wire framing, Video and motion design, VFX & editing. Sportswear apparel and promotional design for indoor & outdoor display, Product and pattern development with testing and sourcing of fabrics for the sublimation division
- Client facing liaison and collaboration with marketing specialists, ensuring accuracy of briefs translated in technical specification sheets reflecting client's goals, requirements, scheduling & budgets
- Hands on Art working for Pre-press file set-up for all print disciplines
- Co-ordinating and maintaining relationships with printers for Lithographic, Flexographic, Large format Digital, Signage, Screenprint, Dye Sublimation and Digital platforms with Web Developers and digital channels
- Led sales and account management including setting budgets and costing.
- Examination and approval of proofing, colour proofing and finished work quality before reaching clients.

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EDUCATION

1986 - HIGH SCHOOL GCSE Levels

1987-1988 MILITARY SERVICE

1991 - PHOTRA ALLGRAPHICS
Course in desktop publishing with workshops for Aldus Freehand, Quark Xpress and Adobe Photoshop

1992 - FISHWICK PRINTERS
Course in Pre-press management

1997 - HIRT AND CARTER
Course in GO-Live Cyber Studio and HTML for web development

E-LEARNING COURSES

2018 - Adobe Animate

2019 - Adobe After effects master course

Adobe InDesign master course

2020 - Adobe Dimension

Adobe Premier Pro master course

2021 - Blender

2022 - AgilePM Foundation

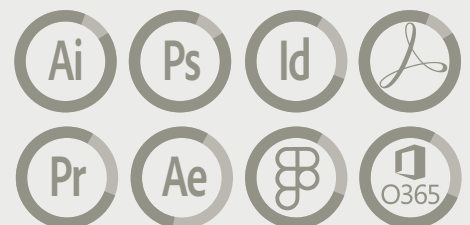
2023 - AgilePM Practitioner



2023 - Figma UI/UX Design course

2023 - Busy with Digital Marketing diploma course through DMI

SOFTWARE SKILLS




I possess up-to-date knowledge of current design/art working techniques and am proficient with the latest Mac OS & software including Adobe CC (Photoshop, Illustrator, InDesign, Camera RAW, Acrobat Pro, Premier Pro, After Effects, Dimension), Figma, MS Office 365.




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EXPERIENCE CONTINUED

HATTON DESIGN AGENCY - SOUTH AFRICA

SENIOR GRAPHIC DESIGNER - STUDIO ARTWORK MANAGER | 1994-1998

- Managed creative team of 4 Designers, Administrative staff and additional resources of contract support when required.
- Hands on as Creative Lead, assigning work, designing and collaborating with creative team members with technical support in day to day operations with mentoring of Junior Designers.
- Managed multiple commercial projects for commercial markets, developing brand identity, brochures, newsletters, POS, packaging, Exhibition Graphics, Signage, Ad campaigns and advertisements, small and large format digital print and websites.
- Client liaison - communicating design briefs with creative team and to present back to Clients.
- Managed Reproduction of Scanning with repro-house and print management with printers.
- Maintained and built relationships with external printers, photographers, freelance artists and web developers.
- Pioneered the introduction of Web development, learning Go-Live Cyber Studio and HTML platforms.
- Co-ordinated and directed Photo-shoots.
- Assisted with Sales and led production meetings.

CITY PRINTING WORKS (CPW) - SOUTH AFRICA

GRAPHIC DESIGNER - HEAD OF ART DEPARTMENT | 1991-1994

- Started as a Medium-weight Designer, promoted to Senior Graphic Designer in one year and Head of Art and Pre-press Department in 2 years.
- Became proficient with Mac operating systems and software including Adobe Photoshop, Aldus Freehand, Quark Xpress.
- Became proficient with Pre-Press set-up, principles and practices and all Print techniques such as Blind and foil embossing, spot UV varnish, Matt and Gloss Lamination processes, Die Cutting, CMYK and Spot colour management.
- Managed Reproduction of Scanning with repro-houses.
- Managed technical operation of Internal Image Setter for the production of colour separated positives.
- Became Responsible for all artwork produced by the Art Department including Annual Reports, Magazines, brochures, leaflets, posters, invitations, Office Stationery, Banking Cheque Books and Cardboard packaging.
- Managed the Artwork transition through to Pre-press and Print Departments.
- Managed briefs, production and deadlines between Art Department and Sales and Marketing teams.

PRINT SET & DESIGN / SCREENTEX - SOUTH AFRICA

JUNIOR ART WORKER AND PRINT ASSISTANT | 1989-1991

- Responsible for all camera work and artwork for logo/typography design and layouts for advertising.
- Ensuring print bromides, positives and plates were prepared for print production.
- Learning of Litho print process and assisted with print set-up.

References from previous SA Clients are available

INTERESTS

