ANTHONY STOBART

DIGITAL CREATIVE
AND USER EXPERIENCE DESIGNER

HELLO

I am an experienced Creative, Digital and User Experience Designer with over twenty four years in creative design. My curiosity and enthusiasm for creative design, user experience and problem solving encourages me to push boundaries. Attention to detail and dedication allows me to create solutions that exceed design briefs and expectations.

ANTHONY STOBART

DIGITAL CREATIVE AND USER EXPERIENCE DESIGNER

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/EXPERIENCE

1992 - 1997 Graphic Designer and Illustrator
Wardell Armstrong - Environmental and Engineering Consultancy
Responsible for producing graphic design and illustrative material for consultation documents, corporate promotion, exhibitions, events and website design

1997 - 2000 Graphic Designer - Sage (UK) Limited, R&D.
Producing graphic design and illustrative material for Sage desktop product range and web site. My main responsibilities were to create a consistent graphic brand through all Sage products including in-product graphics, icon design, user experience design, installation processes, CD-ROM and online material.

2000 - 2007 New Media Team Leader/Designer - Sage (UK) Limited.
I established the Sage New Media Design team in 2000 in order to accommodate Sage's new media requirements throughout the UK and overseas business. During this period I built and recruited the team initially within the R&D department which then later became an integral part of the Sage Internal Agency helping to create integrated marketing campaigns and products across all interactive media including CD-ROM, DVD, micro sites, Video, e-Learning, Help Systems and Menu based Installs. I also managed the team workload, set team member objectives and conducted staff appraisals.

2007 to 2009 Digital Innovation Manager - Sage (UK) Limited.
My role was to advise and lead digital creative innovation providing design, research, development and technical implementation of new media and digital opportunities. During this period I worked on a number of projects including researching Sonic branding, involvement in user experience and testing of the Train Your Business Brain campaign for sponsorship of the Krypton Factor TV show, the Sage MAS90 user interface prototype and the design of the user interface and user experience for the SageOne online accounts product.

Jan 2010 to June 2012 Digital Designer and Manager - Drummond Central.
In my role at Drummond Central I was responsible for the design, user experience and creative direction of digital design projects. During this time I was involved in producing and managing creative digital advertising material such as emails, web sites, user experience and applications for a number of clients such as The Newcastle Building Society, NHS, Durham University, DigitalCity, bet365, Mazda, Stoke City Football Club and Sage (UK) Ltd among others.

June 2012 to July 2014 Senior Designer Mobile and Tablets - Smashing Ideas UK.
In my role at Smashing Ideas I was responsible for the visual design and user experience of ebooks, games, online applications and web design across all platforms and devices. Projects included apps for Panasonic, Random House Publishing, game design for PBS KIds, Jim Henson and Nickelodeon. Web design for Nintendo/Pokémon among others. I also liaised and work closely with the development team and producers to make sure the assets created were suitable for the chosen development platforms.

July 2014 to March 2016 Head of User Experience - Shout Digital.
In my role at Shout Digital I was responsible for helping Shout design and deliver quality user experiences across all platforms and devices. My role consists of experience mapping, creating user stories, writing persona's as well as creating wire-frames and prototypes in preparation for development. Projects have included UX and design for CPP, Nigel Wright, Viewpoint and NCFE among others.

March 2016 to August 2019 Head of UX & UI Design - Inspired Agency
In my role at Inspired I was responsible for both user experience design and visual design of all digital projects. My role consisted of creating user stories, persona's, wire-frames, prototypes and design assets in preparation for development. Projects have included UX and design for Newcastle Falcons, Sytner, Mercedes, BMW, Hitachi, British Engines and CHUF among others.

August 2019 to present UI/UI Designer/Team Lead Orchard Systems/MRI Software
In my current role at MRI Software I work on both user experience design and visual design across the MRI product suite working on Mobile, Tablet and SaaS applications. I work withiin the EMEA region and prodominately on social housing applications for clients in the UK but also work as part of a larger global UX/UI team in the US and Australia.
A large part of my role is to help improve the user experience for our customers on both existing and new product development to deliver the best experience for users at a regional level whilst applying wider company objectives and implementing our design patterns for consistency across out product suite globally.

/SKILL SET **Digital Design** - Design Thinking, creative design and direction, strategy and planning.
User Experience - UX design, objective setting, project methodology, user research, experience/journey mapping, user stories, persona's, card sorting, wire-frames and prototyping.
Project Management/Leadership - Cross functional team management, annual performance reviews, PRINCE2, Waterfall, SCRUM and Agile methodologies.
Software - Figma, Sketch,, Marvel, VoiceFlow, Affinity Designer, UXPin, Proto.io, Axure, InVision, Xcode, Dreamweaver, Photoshop, Illustrator, Premiere Pro, After Effects, Microsoft Office and Jira.
Technical - PC and Mac literate, HTML, CSS and FTP clients.

/EDUCATION   BTEC National Diploma in Graphic Design Graphic Design and Illustration
BTEC Higher National Diploma In Visual Information Design. (Illustration)

/TRAINING   Ultimate Team Leader - 2001.
Communication and Influencing - 2007.
PRINCE2 Foundation (Pass) - 2008.
Search Engine Optimisation - 2008.
Project Management for Conversational Design - Cognigy Academy - 2022.
Conversation Design - Cognigy Academy -2022.
Journey Mapping - Interactive Design Foundation - 2022.
How to Design for Augmented and Virtual Reality - Interactive Design Foundation - 2023.
Design for the 21st Century - Interactive Design Foundation - 2023
JIra Fundamentals - Atlassian - 2023.

/INTERESTS   I am a very active peron having been a competitve swimmer from an early age and competed at Northumberland & Durham and North East Counties level until the age of sixteen. I then moved into competing in both individual and team triathlons for a number of years before swimming for the University of Sunderland and then returning to Masters swimming later. I still currently swim two to three times a week.

My time away from work is spent having fun with my family, cooking, socialising, walking on the beach and painting wildlife art. Painting and drawing is a great passion of mine and over the years I have had several successful one man exhibitions of my wildlife art and have work in various countries around the world.

/MORE   Information about my work procss can be found on www.anthonystobart.com

Examples of my work can be found on my Behance page at: www.behance.net/anthonystobart

Recommendations from employers and colleagues can be found on my profile at: www.linkedin.com/in/anthonystobart.