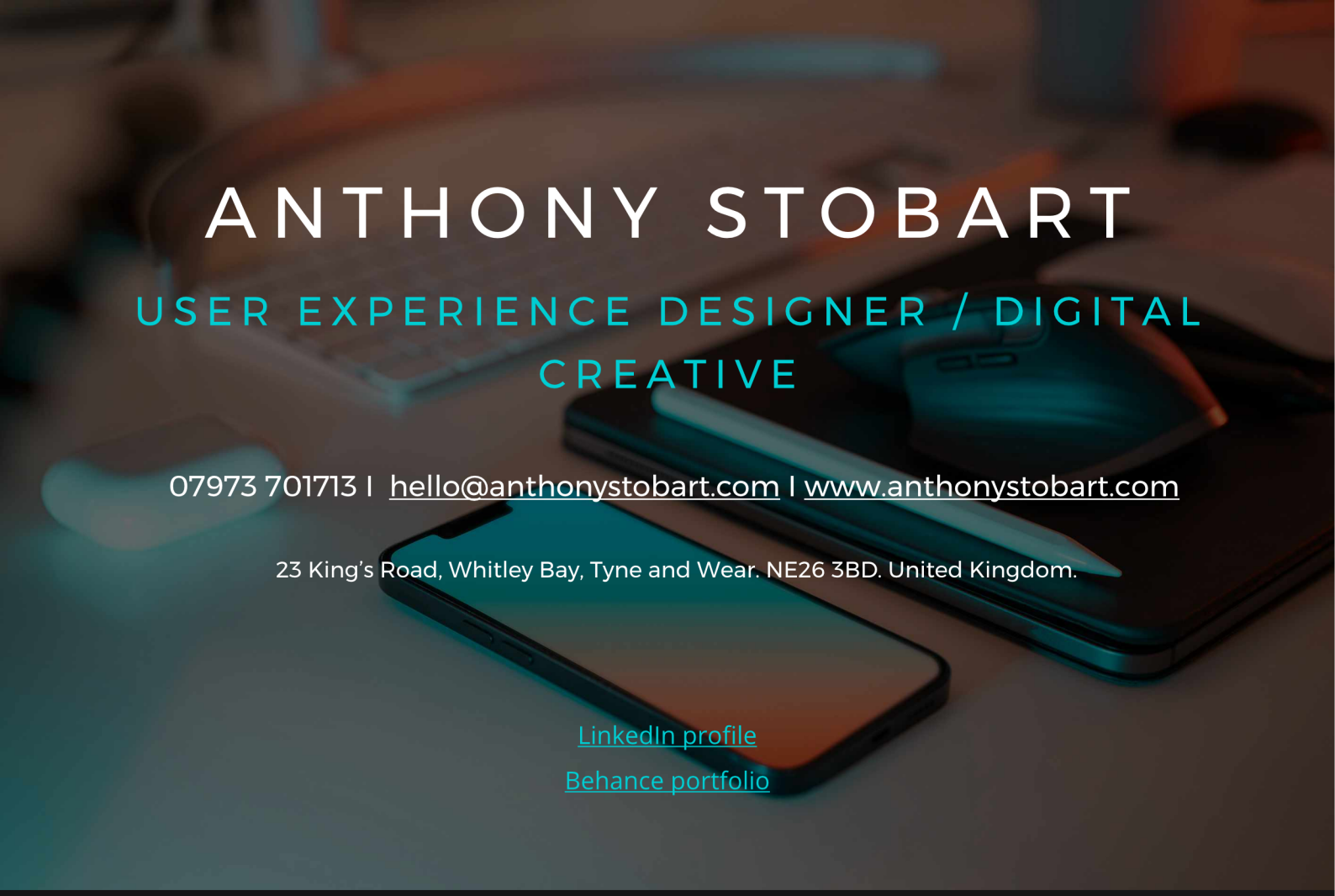


ANTHONY STOBART

USER EXPERIENCE DESIGNER / DIGITAL CREATIVE

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23 King's Road, Whitley Bay, Tyne and Wear. NE26 3BD. United Kingdom.

LinkedIn profile

Behance portfolio

/ PROFILE

As an experienced and motivated UX/UI designer I bring both strategic thinking and practical execution to everything I work on. I'm driven by curiosity, a deep attention to detail, design thinking, intuitive design, best practices and a genuine passion for solving complex problems that bring clarity and ease to everyday interactions. I design end-to-end UX and UI across SaaS, mobile, web, and digital products spanning experience mapping, user stories, persona creation and journey mapping with a strong focus on delivering inclusive, accessible experiences in line with WCAG 2.2 standards.

Alongside my UX/UI experience I bring strong creative digital design experience gained within design agency environments, developing integrated marketing campaigns across email, web, social and digital touchpoints. This includes crafting cohesive visual identities and campaign assets that translate seamlessly across channels, ensuring brand consistency and engaging user experiences from concept through to execution.

Figma and Figma Make are central to my design process along with design systems, complemented by AI tools to explore concepts, prototype and sharpen design decisions. I'm also proficient in Sketch, UXPilot, Axure, InVision, UXPin and Adobe Creative Suite. I bring solid experience in project management and leading creative teams, working fluidly across Agile teams and frameworks.

/ EXPERIENCE

Senior UI/UX Designer/Team Lead - August 2019 to present - MRI Software
Including Orchard Software before becoming MRI. Working on UX and UI design across mobile, tablet and SaaS applications, specialising in social housing solutions for clients across the EMEA region. Working as part of a global team I focus on improving the experience for existing and new products alongside balancing regional user needs with wider company design standards to ensure consistency across the full product suite.

Head of UX & UI Design - April 2016 to July 2019 - Inspired Agency
Responsible for visual design of digital projects, from discovery through to development handoff. My work spanned user research, story mapping, persona development, wireframing, prototyping, and production-ready design assets. I delivered projects for a diverse portfolio of clients including Newcastle Falcons, Sytner, Mercedes-Benz, BMW, Hitachi, British Engines, North Star Housing Group, Beyond Housing and CHUF.

Head of User Experience - July 2014 to March 2016 - Shout
Worked on the design and delivery of quality user experiences across all platforms and devices including experience mapping, user stories, personas, wireframes and prototypes through to development handoff. Clients included CPP, Nigel Wright, Viewpoint and NCFE.

Senior Digital Designer - Mobile & Tablets - June 2012 to June 2014 - Smashing Ideas
Delivered visual design and UX across ebooks, games, applications and websites for all platforms and devices. Projects included apps for Panasonic and Random House Publishing, game design for PBS Kids, Jim Henson and Nickelodeon, and web design for Nintendo/Pokémon.

/ EARLIER CAREER HISTORY

LinkedIn profile

Digital Designer & Manager - January 2010 to June 2012 - Drummond Central
Digital Innovation Manager - October 2007 to January 2010 - Sage
New Media Team Leader/Designer - January 2001 to October 2007 - Sage
New Media Designer - March 1997 to December 2000- Sage
Graphic Designer/Illustrator - January 1992 to March 1997 - Wardell Armstrong

/ CERTIFICATIONS

IxDF profile

IxDF - Interaction Design Foundation

- Accessibility: How to Design for All - Issued July 2026
- Mobile UI Design - Issued Dec 2025
- Design Thinking: The Ultimate Guide - Issued Sep 2025
- User Research – Methods and Best Practices - Issued Nov 2024
- AI for Designers - Issued Feb 2024
- How to Design for Augmented and Virtual Reality - Issued Feb 2023
- Design for the 21st Century with Don Norman - Issued Feb 2023
- Journey Mapping - Issued Oct 2022

/ SKILLS

Research & Strategy

- User research (interviews, surveys, usability testing)
- Competitive analysis and market research
- Defining and articulating user personas and journey maps
- Translating research into actionable design
- Translating business goals into design strategy

Design

- Wireframing and prototyping (low to high fidelity)
- Design thinking and practices
- Visual design fundamentals (typography, colour, layout, hierarchy)
- Mobile first application design
- Responsive and adaptive design
- Accessibility (WCAG 2.2 standards)
- Familiarity with GOV.UK Design System
- Creative direction and illustration

Communication & Leadership

- Stakeholder presentation and design storytelling
- Facilitating design sprints and workshops
- Giving and receiving structured critiques
- Managing and mentoring designers

Collaboration

- Working closely with product managers and engineers
- Working closely with external clients
- Understanding of frontend constraints (HTML/CSS)
- Agile/Scrum ways of working

/ TOOLS

Software and Technologies

- Figma, Figma Make and Sketch
- Prototyping tools Figma, Axure and InVision
- BrowserStack Accessibility Testing
- AI tools such as Claude (For ideation)
- Adobe Creative Suite
- VoiceFlow
- Jira

/ EDUCATION

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

/ INTERESTS

A keen sportsperson, I swam competitively at county and regional level before competing in triathlons, and continue to swim regularly alongside attending spinning classes. Outside of sport, I enjoy family life, cooking, socialising, walking, and going to see live music. I have a strong passion for wildlife art with several successful solo exhibitions over the years and have work held in personal collections internationally.