



# Benjamin J. Hoath

brand identity | web | print | ui | motion

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## EXPERIENCE

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### FREELANCE BRAND IDENTITY DESIGNER

SUBLIME DESIGN: AUGUST 2019 - PRESENT

- Responsible for creating eye-catching and memorable brand identity designs for business start-ups.
- Handling everything from client liaison, research, ideation, development and delivery of logo designs for print and digital platforms.

### CONTENT MANAGER

SUSSEX DOWNS FERTILITY CENTRE: MARCH 2020 - JULY 2020

- Responsible for driving traffic to the company's website or switchboard to arrange treatment using organic SEO and PPC.
- Maintenance of website based on WordPress CMS.
- Content creator (video, graphics, photos, copy) that captured user's attention and diverted traffic to the centre's website.
- Social media administrator (Facebook, Instagram, Twitter), engaging with the community and potential patients.
- Brand management and design of patient-facing information (flyers, documents, important statistics).

### SENIOR DESIGNER & PREPRESS MANAGER

JUDGE SAMPSON LTD: MARCH 2017 - MARCH 2020

- Responsible for a small design team, tasked with researching, ideating and developing bespoke printed giftware products for a vast range of clientele.
- Creating and exporting design files fit for hand-off to lithography printing department.
- Collaborating with other departments to consistently deliver work on time, maximise the monthly income stream and surpass client satisfaction.
- Maintaining relationships with clients and their design projects, ensuring each receives a professional, top quality and bespoke experience.
- Responsible for maintaining multiple machines used to manufacture various bespoke giftware products and packaging solutions.
- Responsible for supervising and collaborating with licensee designers on new designs and ranges for manufacture and worldwide distribution.
- In-house IT technician to colleagues with limited IT knowledge.

### DRIVER / DELIVERY PERSONNEL

UPS: NOVEMBER - JANUARY 2017

### SABBATICAL

TRAVELLING: AUG - OCT 2016

### PRINTER / DESIGNER

A & S SERVICES: JULY 2013 - JULY 2016

- Responsible for front-line client liaison, always providing excellent customer service and delighting clientele with accurate and rapid design turnaround.
- Ad-hoc designing of brand identities, stationery layouts and vehicle livery designs.
- Maintaining all workshop machinery, ensuring perfect quality printing that delighted clients every time.
- Quoting off-site jobs, as well as hands-on application of vinyl graphics to all types of vehicle, shopfronts and roadside signage.
- Maintaining brand loyalty with existing clientele whilst employing organic marketing across social media to attract new and potential clientele.

## TECHNICAL SKILLS

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- Adobe Creative Suite CC 2020 [Photoshop • Illustrator • InDesign • XD • After Effects]
- Graphic Design
- Brand Identity Design
- Illustration
- Digital Prepress & Printing
- Web / Product / UI Design
- Client Services & Communication
- Copywriting & Proof Reading
- Photography & Editing
- Windows & Mac proficient
- Microsoft Office
- Full UK Drivers Licence

## SOFT SKILLS

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- Strong interpersonal skills
- Connecting and empathising
- Success and conflict management
- Active listening
- Strong writing capabilities
- Self-aware state of mind
- Patience
- Adaptability
- Problem solving
- Teamwork and collaborating

## EDUCATION

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### University of Portsmouth

BA Hons Illustration, 2008 - 2011

### The TEFL Academy

TEFL - Distinction, 2016

### SOAS University of London

JLPT N5 - Pass, 2017

## PORTFOLIO

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 [www.designthatssubli.me](http://www.designthatssubli.me)

 [linkedin.com/in/benhoath](https://www.linkedin.com/in/benhoath)

 [instagram.com/designthatssublime](https://www.instagram.com/designthatssublime)