



Bob Withrington

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Profile

After working as a full-time Graphic Designer for over 15 years I have developed a broad range of creative skills; I have produced graphics for press, print, web, digital and television-based design, bringing the work from concept to the delivery of finished artwork.

I have recently had a great deal of success working at Racing Victoria and Village Roadshow Limited, taking a leading role in producing artwork for many major campaigns and projects.

Key achievements

The All-Star Mile

Upon arriving at Racing Victoria I was asked to create all the campaign artwork for the company's flagship event The All-Star Mile. Working alongside a Creative Director, I produced all the graphic design for the multi-million dollar campaign. Among other initiatives, the campaign included a voting phase that motivated the public to select the horses to participate in the race. Over 150,000 votes were cast in the campaign surpassing all targets and securing the future of the race for years to come.

Multi-disciplined role

Whilst every other team member in the Village Art Studio was assigned a particular discipline (conceptual design, screen-based design or print-based design) I successfully and uniquely took ownership of a multi-disciplined role; I was the only designer in the art studio to experience work from all the departmental clients in the company with projects across all design media. I successfully demonstrated to my managers that I had the versatility and invention to be able to manage work from a variety of different specialities. I was more than happy to art direct junior designers and take a leading role in client service.

Magic Mike XXL Coaster

This was a self-driven piece that was not requested by the marketing department. The concept, design and copywriting were all conceived by me and won not only a great deal of praise from the marketing department but was a finalist in the highly prestigious AGDA Awards in 2015.

AGDA Awards - Magic Mike XXL Coaster (Finalist)

<https://awards2015.agda.com.au/finalist/3/10002/508>

Skills and experience

Skills

Animation
Video editing
Screen-based design
Print concept design
Print finished art
Front-end website development
Team leadership
Client service
Studio management (Deputising)

Software

Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe Media Encoder
Adobe Indesign
Adobe Illustrator
Adobe Dreamweaver
Adobe Flash
QuickPrint / Pagestore

Nationality

British / Australian dual citizen

Qualifications

BA (Hons) in Visual Communication
(Graphic Design)
University of Central England

Experience

15 years design experience

Employment history

1/2019 to Present

Racing Victoria (Senior Graphic Designer)

I am Racing Victoria's sole graphic designer and as such I am heavily relied upon by the Marketing Team and the company as a whole to produce Racing Victoria's design work for a variety of different campaigns and media.

My initial assignment at the company was to produce all the advertising and marketing collateral for the company's flagship event - The All-Star Mile. This required me to work in partnership with an external Creative Director and produce artwork for a variety of different media including online, print, television and outdoor media. In producing the artwork for the campaign in-house and producing animated and video work for the company, also in-house, I helped the marketing team avoid employing expensive external agencies, in doing so saving the company many thousands of dollars.

Since the All-Star Mile in 2019 I have worked on a variety of campaigns ranging from Equine Welfare and Horse Ownership to the Spring Racing Carnival.

With all my work I have a can-do attitude and a focus on service flexibility and an attention to detail.

Employment history (continued)

3/2012 to 12/2018 (6.9 years)

Village Roadshow Limited (Senior Graphic Designer)

During my time at Village Roadshow my skills broadened, particularly with regard to web and screen-based media. I formulated templates and procedures that were used across Village's art studio including digital animations and Digital Publishing Suite design projects.

As a senior designer I was asked to take increased responsibilities with my work. This included directing and training junior designers and taking a leading role with design and animation projects. I also repeatedly deputised for the Melbourne and Sydney art directors. I worked on a great number of projects for Warner Bros., Lionsgate, and other Hollywood movie studios. These include two projects that were nominated for awards.

AGDA Awards - Magic Mike XXL Coaster (Finalist)

<https://awards2015.agda.com.au/finalist/3/10002/508>

Avant Card - Postcard of the Month - Goosebumps (WINNER)

5/2010 to 9/2011 (1.4 years)

Empire Worldwide Cairns (Graphic Designer – Full-time)

As Empire's sole graphic designer I worked closely with the Creative Director on projects for corporate and retail clients. I produced designs for large campaigns and for brands such as Maggi and Fonterra. With the ad agency still in its infancy, I was asked to perform many tasks outside that of a normal Graphic Designer's responsibilities, which I performed faithfully.

9/2008 to 5/2010 (1.5 years)

Lotsa Printing Cairns (Graphic Designer – Full-time)

Throughout my 18 month stint at the printing firm I was able to advance my knowledge of offset printing whilst working in a fast paced team-oriented environment. Accuracy and efficiency were paramount due to the unforgiving nature of print production. Without an Art Director present, I was asked to contribute to the design work with creative solutions that were entirely my own.

8/2003 to 7/2007 (4 years)

Mak Advertising Cairns (Graphic Designer – Full-time)

Upon arriving in Cairns as a working holiday-maker in July 2003, I secured a role as a graphic designer at Mak Advertising; a position which I held for four years. During this time I produced a variety of different work ranging from print and press advertising design to television graphics and packaging. The press and television advertising schedules frequently placed high demands on the work and meant I had to produce quality designs to tight time-lines.

Education

2008

Exeter College, England (Training)

During my temporary return to the UK I enrolled in a part-time web design course where I extended my design experience and software abilities.

1999 to 2002

UCE Birmingham, England (Higher Education)

During the 3 year degree course I explored my Art and Design skills and tastes at a university in Britain's Second City, finding a passion for advertising design and copywriting.

Bachelor of Arts (Hons.):

Visual Communication (Graphic Design) (grade 2:1)

1998 to 1999

Exeter College, England (Further Education)

Foundation Course:

Art & Design (grade Pass with Distinction)

1991 to 1998

The King's School, Devon, England (Secondary Education)

A-levels:

Art (grade A), Mathematics (grade C), Physics (grade C)

Referees

Available upon request