



bobwithrington

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Senior Graphic Designer | Digital Design Motion & Video | AI & Creative Automation

Profile

Senior Graphic Designer with 20+ years' experience delivering creative across digital, print, advertising, entertainment, retail, racing, motion and video.

Currently working as a Senior Digital Designer and Video Editor at endota, combining graphic design, motion, video, art direction and technical problem-solving. Increasingly focused on AI, automation and workflow development, using AI-assisted programming and scripting to improve creative production, automate repetitive tasks and extend the capabilities of existing Adobe workflows.

Experienced in taking projects from concept through to finished artwork and delivery, with a strong ability to work independently, manage competing priorities and provide a broad in-house creative capability.

Core Skills

- Graphic Design & Art Direction
- Digital & Social Content
- Motion Graphics & Animation
- Video Editing & Production
- AI-Assisted Design & Development
- Creative Automation & Workflow Development
- Print & Finished Artwork
- Front-End Web Development
- Team Leadership & Junior Designer Development
- Client & Stakeholder Management
- Studio Management & Process Improvement

Software & Technical

AI & Automation

- AI-assisted programming
- AI creative workflows
- Adobe automation and scripting
- Workflow and process automation

Adobe Creative Cloud

- Photoshop
- After Effects
- Premiere Pro
- InDesign
- Illustrator
- Dreamweaver — HTML / CSS

Project Management

- ClickUp

Professional Experience

endota — Senior Digital Designer & Video Editor

September 2021 – Present

Senior designer working across marketing and organisational communications, delivering creative across digital, social, print, packaging, point-of-sale, motion and video.

- Develop creative concepts and deliver projects from initial idea through to final artwork and production.
- Produced thousands of digital and social assets, including short and long-form video content.
- Proposed and developed the creative direction for endota's 25th anniversary campaign, delivering packaging, point-of-sale, in-store, digital and motion assets.
- Provide a broad combination of graphic design, motion, video and technical capability, reducing reliance on external production.
- Lead technical and workflow improvement projects, including the redesign and automation of the design team's project management system, significantly reducing repetitive administration and manual data entry.
- Introduce AI into design workflows, using AI-assisted programming to develop scripts that automate and control existing Adobe software.
- Explore and implement AI-assisted approaches to improve the speed, accuracy, consistency and scalability of creative production.

Racing Victoria — Senior Graphic Designer

January 2019 – September 2021

Sole graphic designer supporting marketing and communications across major racing events, campaigns and corporate initiatives.

- Led the creative production for The All-Star Mile, Racing Victoria's flagship event, working alongside an external Creative Director.
- Delivered campaign artwork across digital, print, television, outdoor, animation and video.
- Produced significant creative in-house, reducing reliance on external agencies and production suppliers.
- Worked across campaigns including Equine Welfare, Horse Ownership and the Spring Racing Carnival.
- Managed multiple projects simultaneously while maintaining high standards across tight deadlines and demanding campaign schedules.
- Provided broad creative capability across static, digital and moving media.

Village Roadshow Limited — Senior Graphic Designer

March 2012 – December 2018

Senior designer within Village Roadshow's Melbourne Art Studio, working across entertainment, marketing and corporate clients.

- Delivered creative across print, digital, animation, motion graphics and screen-based media.
- Worked on campaigns and projects for major entertainment brands and Hollywood studios including Warner Bros. and Lionsgate.
- Developed templates and production processes used across the Art Studio.
- Directed and trained junior designers and provided creative guidance across projects.
- Regularly deputised for Melbourne and Sydney Art Directors.
- AGDA Awards 2015 — Finalist, Magic Mike XXL Coaster.
- Avant Card Postcard of the Month — Winner, Goosebumps.

Professional Experience

Empire Worldwide, Cairns — Graphic Designer

May 2010 – September 2011

Sole designer working closely with the Creative Director across corporate and retail campaigns throughout the South Pacific.

- Delivered creative across print, advertising, television graphics and corporate events.
- Managed projects from concept through to final artwork and production.
- Introduced a job ticket system and reorganised the studio's digital filing system.
- Worked independently across design, production and studio administration.

Lotsa Printing, Cairns — Graphic Designer

September 2008 – May 2010

Graphic designer within a fast-paced commercial printing environment.

- Produced creative and finished artwork for print production.
- Developed advanced knowledge of offset printing, pre-press and production.
- Contributed independently to design concepts and solutions in the absence of an Art Director.

Mak Advertising, Cairns — Graphic Designer

August 2003 – July 2007

Graphic designer working across advertising, print, packaging and television.

- Delivered creative for press, television, packaging and print campaigns.
- Liaised directly with clients, suppliers and television production teams.
- Progressed to an increasingly independent role managing projects from concept through to production.

Education

Bachelor of Arts (Hons) — Vis Comm (Graphic Design), 2:1

University of Central England, Birmingham, UK | 1999–2002

Foundation Course — Art & Design, Distinction

Exeter College, UK | 1998–1999

Web Design — Part-time Course

Exeter College, UK | 2008

Additional Information

Referees: Available upon request.