

Benjamin Noble

Creative Design Manager

Summary

- + Trend forecaster with a high-level conceptual thinking - problem solver
- + Strong financial modelling, valuation and business analysis skills.
- + Team leader with excellent communication and interpersonal skills
- + Energetic, driven, accurate with an inquisitive mind.
- + Capable of understanding target market demographics, analysis and intelligence.
- + Calendar development, process implementation and project management.
- + Budgeting, forecasting and financial modelling
- + Supply chain coordination, planning and administrative skills
- + Methodical and attentive to detail with a constant desire to learn new skills.
- + Monitoring and analysing a brand and competitors performance to identify strengths, weaknesses, opportunities and threats.
- + A respected leader with excellent communication, teamwork, motivation, creative thinking and organisational skills.
- + 20 years experience in graphics + product development, brand management, buying, merchandising, costings, employee/customer relations, scheduling (time-lines / critical path), team management and local + off shore factory communications.
- + Excellent analytical skills and data driven thinking to allow for greater financial return.
- + Skilled in vendor relations, negotiation and costings.
- + An energetic individual with a pragmatic approach and ability to manage a fast paced business effectively.
- + High level computer skills.

Portfolio - <http://benjinoble.wix.com/folio>

Professional Experience

Global Design Manager

RUSTY

Jan 2018 - Current

Osborne Park, Perth, Western Australia

Mens + Womens + KIDS

SurfStitch

CITY BEACH

MYER



Responsibilities :

- + Brand management to create and implement go-to-market launch plans
- + Create and present global trend + seasonal creative package.
- + Analyse business requirements and processes through document analysis, interviews, workshops, and work-flow analysis.
- + Maintaining seasonal reporting explaining operating performance relative to budget / forecast.
- + Manage and allocate the seasonal budget for preparation and formulation of quarterly product ranges.
- + Seasonal analysis for domestic / international market & competitor research for best product implementation.
- + Create pricing / range architecture using requirements such as scope, processes, alternatives, and risks
- + Review historical operating and financial performance to develop detailed line plan / product mix ready for CAD design.
- + Product road-maps and range planning for each global license.
- + Coordinate internal time-lines for product / graphic development and distribution
- + Calendar/ time line - drive and manage the key dates and milestones both internally and externally across the product life cycle (concept to in-store launch)
- + Liaise with supply chain factories to analyse and provide data for new and innovative developments.
- + Ensure an accurate handover of information to the global brand partners / local supply chain / overseas factory teams for an effective development process.
- + Timely, accurate and effective communication – both written and verbal, internally and externally.
- + Problem solving / provide solutions to current / future problems that have been identified.
- + Team leadership / direction and support to the product team in order to ensure an efficient, motivated, productive and high-performing outcomes.

Achievements :

- + Reduced overheads and made process quicker by successfully relocating merchandising team to china (factory based)
- + Updated design + development flow chart - reduced steps to increase speed and lower costs by 30 %
- + Re-imagined the calendar and sample process - reduced costs for samples + delivery

Design Manager

TARGET Australia

May 2015 – 2018

North Geelong, Geelong, Victoria

[Menswear]



nickelodeon



Responsibilities :

- + Ensure highly innovative, analytical and creative ranges are delivered on time to calendar check points.
- + Develop future trend direction and social desires to combine for effective merchandising strategies.
- + Development of range plans and design concepts that are based off analysis and budget.
- + Quality control of production process and factory base.
- + Liaising with suppliers and factories both internationally and domestically to foster and maintain strong relationships.
- + Creating line lists based on financial data and market needs.
- + Collaboration with buying + planning and marketing departments to develop accurate product mix.
- + Liaise with external design / product teams to maintain correct direction for all involved.
- + Oversea preparation and development for factory information packs.
- + Computer skills that are at an expert level which enable superior designs and research documents to be communicated effectively.

Achievements :

- + Increased sell through / market share for the piping hot brand.
- + Developed jacob & co brand to introduce a new customer base in the youth market. Boyswear dept.
- + Introduced style guide for trend and art so all categories could coordinate together.
- + Increased buying income results for the target 7-16 boyswear / q1 + q2 - 2016

Creative / Brand Manager

SABAN BRANDS

June 2014 – April 2015

Sydney City, Sydney

[Mens + Womens + KIDS]



Responsibilities :

- + Create global trend direction style-guides (branding, marketing, packaging, product information required for licensing range development)
- + Seasonal photoshoot creative developed to best show brand direction.
- + Developed the product / business strategy, pricing and business analysis to drive the brand performance.
- + Identification of international and local trends which are carefully related back to the brand and core customer market.
- + Maintained knowledge on all company products and sell through life cycle.
- + Manage design, license partners and marketing teams to maximise a cohesive range across all categories and ages.
- + Co-ordinated with vendors and managed deliveries and approvals for all garments.
- + Managed line assortment lists and prepared log for sample photos.
- + Monitored merchandise database and updated information as required on a regular basis.
- + Develop strategies to maximize design performance and profitability.
- + Collaborated with vendors through style guide and generated production information technical sheets.
- + Management of the design / marketing teams for all creative across all brands globally.
- + Preparation of the overall advertising / product / trend concept and brand direction.
- + Art direction and range development across all categories (trend / prints / repeats / print media)
- + Concept and manage the direction for external brand builders (art shows / pop up stores / live art shows / brand co-labs)
- + Sourcing new innovative product and production processes.
- + Effective communication and management with buying staff and divisional merchandise managers (myer / david jones / new zealand warehouse / big w / surfstitch / independent surf stores / and online retailers) to develop continued success that was close to current trends and appropriate to their company direction.

Achievements :

- + Licensed mambo to the world (usa, asia, south africa, europe)
- + Developed new Paul Frank branding and logos to bring it back to life and live with in target.

Creative / Brand Manager

MAMBO Licensing

April 2008 – June 2014

North Manly, Sydney

[Mens + Womens + KIDS]



CALL DUTY

mitre

ZWENTY

BIG W

MAMBO

Responsibilities :

- + Co-ordinate advertising and marketing campaigns from inception through to final cut.
- + Analysed market trends to address business opportunities and issues, and to set the brands' annual objectives, strategies, positioning, tactics and measures.
- + Analyse current markets and identify future trends that will best suit each brand for the Australian and the international landscape.
- + Direct design team to create a high quality style guide that is easily usable for all license partners (soft and hard goods).
- + Manage license partners to get the best product produced that keeps the brand essence.
- + Effective communication and management with buying staff and divisional merchandise managers (target, myer / david jones / New Zealand warehouse / big w / surfstitch / independent surf stores / and online retailers) to develop continued success that was close to current trends and appropriate to the brand and company direction.
- + Prepared work plans, established marketing strategy, conducted evaluation and control via reports.
- + Conducted market surveys to define target audience, constructed forecasts and budgets.
- + Develop solutions for store in store experiences for brands within the department store layout.
- + Sourcing new and relevant artists, designers that the brands could work with to boost exposure and awareness.
- + Branding and product management for creative across all platforms (websites, in-store and external advertising)
- + Management of product development combined with strategic and ongoing analysis of the market locally and overseas
- + Identification of international and local trend direction in preparation for a fresh new individual range that is aligned with the brand identity.
- + Innovation development and sourcing of superior product ideas and fabrication.
- + Overseeing design, price negotiation, in store display and packaging.
- + Developing strategies to maximize business performance and profitability.
- + Off shore relationship building and factory management.
- + Staff management from design, production, artists and licensing partners across soft and hard-goods.
- + Print media development (magazines, in store point of sale, outdoor advertising, websites)
- + Research and the implementation of promotional techniques to increase customer satisfaction and brand loyalty
- + Maintained strong company relationships and communication to be able to get the highest quality of production for the best cost price.

Achievements :

- + Maintained profitable ranges in 3 separate tiers for the mambo brand - dds (big w), department store (myer / babies r us), premium (surf stores across Australia)
- + Co-ordinated new website to move closer to the brand values and personality.
- + Successfully transitioned to license model mambo into big w kidswear department and holding a high level of sell through.
- + Transformers / Simpson / spongebob - mambo co-lab
- + DC comics - mambo co-lab (art direction for Australian leading artists - meggs, ben brown, lister, travis price
- + Sydney new years eve (reg mombassa) licensed range developed in conjunction with a pop up store (2015)
- + Was integral to the expansion of the mambo brand into the us market.
- + Solely responsible for the biggest clothing / accessories / hard goods brand in the woolworths family across mens, youth and boys
- + Implemented inventive methods of creativeness in order to better sales of fashion as well as related products - created the mambo deluxe range that was made in Australia and sold online (kept the irreverent and colourful art concepts exclusive)
- + Developed a cost effective range and sold it into the mass market with big w (100% mambo range)

Design Manager

QUIKSILVER

Oct 2004 – April 2008

Torquay, Victoria, Australia

[Mens + Boys]



Responsibilities :

- + Managing design staff to ensure each range is delivered on time and within budget.
- + Research future trends and fashion combining merchandising strategies.
- + Development of design concepts that are innovative and unique to the surf wear industry.

Quality control of samples

- + Liaising with suppliers and factories both internationally and domestically fostering and maintaining strong relationships.

Creating line lists based on sell through analysis.

- + Co operation with major retailers (city beach / jetty surf) to develop superior ranges each season.
- + Develop original and innovative graphics (placement prints and yardages) to the correct scale and proper repeat for the hard good categories

Achievements :

- + Increased market share by 12 % in Australia within the hard goods dept.
- + Added profit with overall margin increase through quality design with a reduced cost price.
- + Recognised for never missing a deadline and finishing ahead of schedule
- + Completed a fabrics and materials course from the CSIRO
- + Recognised for achieving overall gross profit on margin of 58 % - 60 % consistently
- + Bonuses received for consistently meeting deadlines as well as increased sales.

Senior Graphic Designer

SMP Skateboards

Oct 2001 – Oct 2004

Surry Hills, Sydney, Australia

[Mens + Boys]



Responsibilities :

- + Designing a commercial and innovative graphics range across Mens + Boys.
- + Producing mood boards / trend direction to show overall vision for seasonal placement and yardage development.
- + Following through all packaging, trims, POS and marketing development.

Achievements :

- + Developed new innovative concepts for point of sale that increased sales by 15 % (new packaging design)

Graphic Designer

INSIGHT Surfboards

January 2001 – October 2001

Redfern, Sydney, Australia

[Mens + Boys]



Responsibilities :

- + Placement / yardage development
- + POS / marketing + packaging.
- + Everyday production graphic / marketing spec sheets
- + Quality control for prints + packaging

Education

BACHELOR OF DESIGN (PRODUCT + GRAPHIC DESIGN)



1995 – 1998

University Of Newcastle

The Bachelor Of Product + Graphic Design Offers Core Skills In The Design, Branding And Development Of New Products.

CERTIFICATE IV (PRODUCTION PROCESS)

SYDNEY INSTITUTE



2000 – 2001

Institute Of Technology

This Course Is For People Who Want To Acquire A Range Of Technical And Theoretical Skills Needed To Work In A Production Oriented Environment Within The Retail Industry.

Short Courses

CHIEF MAKER - LEADERSHIP

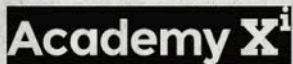


2017

Chiefmaker Network

The Chief Maker Network Is The Premier Coaching Program And Peer Network For General Managers, Directors And Department Heads To Collaborate, Grow And Master Their Profession.

ACADEMY XI - UX / UI DESIGN



2021

Chiefmaker Network

UX UI Design, online, 24 weeks, part-time (Transform)

User Experience (UX) and User Interface (UI) Design are interrelated disciplines that cover different aspects of creating amazing digital experiences. They both follow a Human-Centred Design (HCD) approach by placing the user at the centre of the design process.

UX Design is the process of creating digital products and services that are useful, usable, and desirable.

It is concerned with how a person feels when using an app or a website, whilst UI Design is concerned about how the product looks.

UI Designers craft all the visual elements that a user will interact with, and focus on the interactivity of the interface.