

Benjamin Hoath

Hybrid Digital / Web Designer

BJH

A creative and accomplished designer with well over a decade of combined freelance and agency experience, including an extensive range of skills, technical knowledge, and a hunger to design beautiful and meaningful experiences.

Now eager to push into a more dedicated role in website / user interface / product design that requires a talented and experienced senior designer keen to mix their love of design with web development.

PROFESSIONAL EXPERIENCE

DIGITAL DESIGNER, PLAYNE DESIGN MAY 2021 – PRESENT

- Consistently delivering high-end design work and maintaining relationships with our clients, including East Sussex County Council, De La Warr Pavilion, Lambeth Council, Creative Estuary, Balfour Winery, London SC1, Visit 1066, GoodData
- Wearing many hats including lead designer, design support to the creative director, administration assistant, problem-solver, illustrator, proof-reader, typesetter, tutor, learner, IT guru, studio dog minder and walker
- Achieving real results with the work that we produce, measured in ways such as:
 - The positive impacts on tourism in Sussex (Sussex Modern)
 - Exposure at government-run events at Parliament (Sussex Wine Tourism)
 - Sign-up of new users to a product (GoodData)
 - Client satisfaction with work delivered and relationships sustained (Creative Estuary)

DOCUMENT BRANDING SPECIALIST, AXA HEALTH DEC 2020 – JUN 2021

- Utilised Adobe InDesign to successfully implement AXA Health's new branding across a suite of customer and personnel-facing documents
- Recognised as both mentor and ambassador of the document creation team. Dedicated a portion of my day to designing and developing a video course / tutorial programme to support team members with using InDesign for future document creation and branding
- Significantly improved the usability of the branding style structure using InDesign to increase productivity by 300%.

FURTHER PROFESSIONAL EXPERIENCE

Freelance Brand Designer,
Sublime Design
Aug 2019 – May 2021

Senior Designer & Prepress
Manager, Judges
Mar 2017 – 2020

Sabbatical for travelling
Aug – Oct 2016

Content Manager,
Sussex Downs Fertility Centre
Mar 2020 – Jul 2020

Delivery Personnel,
UPS
Nov – Jan 2017

Printer / Designer,
A&S Services Ltd
Jul 2013 – Jul 2016

CONTACT DETAILS

+44 07425604633

benhoath@icloud.com

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

TOOLS

- Adobe Creative Suite CC
- Figma
- Visual Studio Code
- Miro
- Notion
- ClickUp
- Google Suite

TECHNICAL SKILLS

- Web / Product / UX UI design
- Print design and processes
- Photo artworking / editing
- Illustration
- HTML5 / CSS3 / JS
- Mac & Windows proficient

EDUCATION & DEVELOPMENT

2023 – ongoing:
freeCodeCamp

2017:
SOAS University of London
JLPT N5

2008 – 2011:
University of Portsmouth
BA Hons Illustration

PORTFOLIO

 www.benhoath.com

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

 [instagram.com/levelmyb3d](https://www.instagram.com/levelmyb3d)