

SENIOR DESIGN LEADER | ART DIRECTOR | BRAND STRATEGIST | PRODUCT SPECIALIST

PROFESSIONAL SUMMARY >

Seasoned Product & Brand Director with over 25 years of experience leading innovative design initiatives, shaping compelling brand narratives, and driving business growth. Expert in art direction, brand strategy, and product development, with a strong track record of delivering cohesive, market-responsive design solutions. Skilled in producing high-impact visual assets across digital and print platforms, ensuring brand consistency and engaging user experiences. Collaborative leader known for streamlining workflows, enhancing team efficiency, and fostering cross-functional alignment.

CORE SKILLS >

Art Direction & Visual Identity:

Expertise in crafting compelling visual identities and art directing design teams to deliver cohesive brand experiences.

Brand Strategy & Development:

Skilled in developing and maintaining strong brand positions through market analysis and creative vision.

Team Leadership:

Proven ability to mentor and lead design teams, fostering a culture of creativity and continuous improvement.

Process Improvement Strategies:

Experienced in working closely with marketing, product management, and brand teams to ensure design excellence.

Design Tools:

Advanced proficiency in Adobe Creative Suite, Figma, and other design software.

EDUCATION >

Bachelor of Industrial Design (Product & Graphic)

University of Newcastle, NSW ----> 1995 – 1998

Cert IV – Fashion Design & Merchandising

(Design & Product Development)

Institute of Technology | Sydney, NSW ----> 2000 – 2001

Leadership & Management Development

Geelong, VIC ----> 2017

UX & UI Design AcademyXi

Online ----> 2021

Front-End Web Development AcademyXi

Online ----> 2021

ACHIEVEMENTS >

Led the design of a top-performing menswear collection for Target, contributing to a 15% increase in sales in 2016.

Revamped Rusty's global product lines, achieving a 20% increase in market share.

Successfully launched over 10 product categories for Quiksilver, with improved quality and reduced production costs.

References -----> Available upon request



Address: 4068/74B
Belmore Street, Ryde, NSW 2112



Email: benjaminanoble@icloud.com



Ph: 0400 308 310



LinkedIn: benjamin-noble-6825286b



Portfolio : <https://www.benjaminanoble.com>



Brand: <https://www.savagearistocrat.com>

BIGW

BON•TON

**BRIGHTON
HOMES**
let life in.

CALL•DUTY.

CITY BEACH
MULTI-STORE

DAVID JONES



INXS

JACOB&CO



mitre

MYER



**PIPING
HOT**



Shilling Stix Fight

SurfStitch



ZWENTY

URBAN OUTFITTERS

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PROFESSIONAL EXPERIENCE >

2023 – Present

Senior Product Manager / Buyer

Retail Apparel Group
Johnny Bigg
Sydney, NSW

Spearhead product development for menswear, focusing on emerging trends, market demands, and consumer preferences.
Oversee sourcing, prototyping, and production processes, ensuring high-quality standards and timely launches.
Collaborate with cross-functional teams to align product concepts with brand identity and sales goals.
Drive growth in key categories by identifying opportunities and optimizing product assortments and open to buy.

2022 – 2023

Senior Graphic Designer

NEX Group
Newcastle, NSW

Designed marketing assets and brand collateral, enhancing the company's visual communication strategies.
Led design and development for menswear and boys' categories, resulting in best-selling collections.
Streamlined workflows to reduce design-to-market timelines.
Utilized market analysis to develop customer-centric apparel solutions.

2017 – 2021

Head of Brand / Product

Mens + Womens + Kids
Rusty (Global)
Osbourne Park, Perth, WA

Led global design direction across menswear, womenswear, and youth categories, aligning creative strategy with brand positioning and market trends.
Delivered cohesive, trend-driven seasonal collections by synthesizing consumer insights, forecasting, and collaborative supplier relationships.
Managed and inspired a cross-functional creative team, fostering innovation while upholding brand consistency and commercial viability.

2015 – 2017

Design Manager

Mens + Boys + Athletic
Target Australia
North Geelong, Geelong, VIC

Design lead menswear categories, driving innovation and profitability through focused design solutions.
Developed and launched best-selling collections by leveraging consumer insights and efficient supply chain coordination.
Streamlined design-to-market processes, reducing lead times and improving product quality.
Managed a team of 8 designers and graphic artists

2008 – 2015

Head of Brand / Product

Mens + Womens + Kids
Mambo (Global)
North Manly, Sydney, NSW

Directed the creation of standout collections across menswear, womenswear, and youth for the Mambo brand, blending cultural relevance with bold design.
Established a distinctive brand identity that deeply resonated with the target audience, driving increased recognition and market presence.

2004 – 2008

Design Manager

Mens + Boys (Accessories)
Quiksilver
Torquay, VIC

Delivered commercially successful collections across menswear and boys' accessories, including bags, caps, and footwear.
Partnered with international suppliers to enhance material sourcing and achieve cost efficiencies.

2001 – 2004

Senior Designer

Mens + Boys
SMP
Surrey Hills, Sydney, NSW

Designed bold and functional accessories for menswear and boys, from backpacks to footwear.
Enhanced efficiency and reduced costs while delivering high-quality, trend-forward products.

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PROFESSIONAL SKILLSET >

< Adobe Suite />

{ Illustrator }

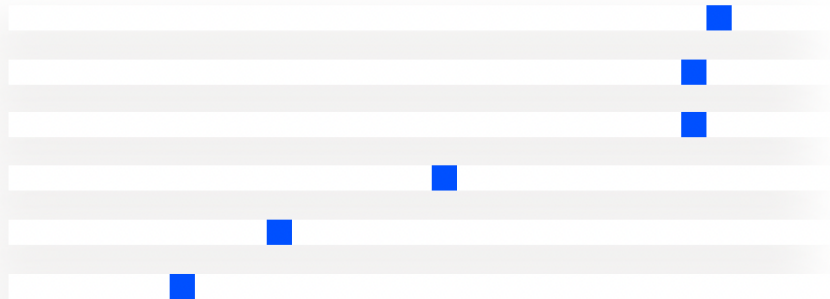
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{ InDesign }

{ Animate }

{ AfterEffects }

{ XD }



< Microsoft />

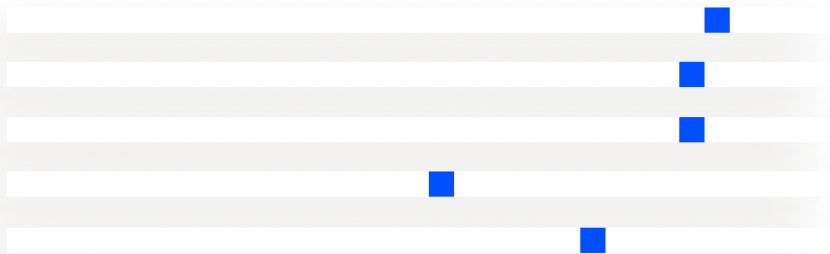
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{ Word }

{ Teams }



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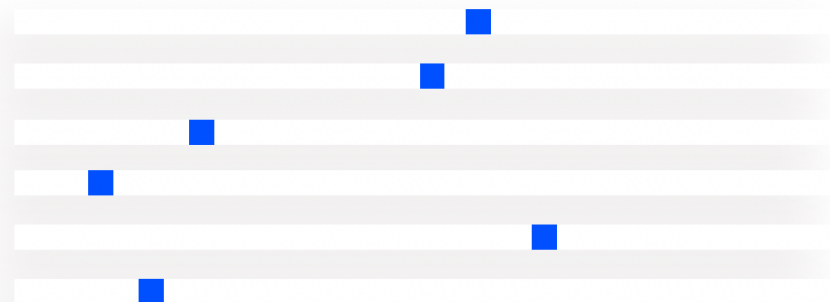
{ CSS }

{ JavaScript }

{ React }

{ Figma }

{ Git }



< Life />

{ Problem Solving }

{ Integrity }

{ Leadership }

{ Team Work }

{ Analytics }

{ Time Management }

