

ANTONY SHEPHERD

CREATIVE PROBLEM SOLVER - DESIGNER - ILLUSTRATOR



Email
info@antonyshepherd.com



Portfolio
www.antonyshepherd.com



Telephone
+971529139727



INTRODUCTION

Professional Profile

I am a passionate designer with over 20 years of experience in creative and art direction, storytelling, and illustration. I have worked within agencies, as a freelancer, and in-house. My expertise lies in strategically ideating and executing creative concepts that drove client success and support growth of their business. I take pleasure in cultivating deep and impactful connections between brands and their target audiences through understanding the psychological and emotional aspects of design.

My role extends beyond managing multi-disciplinary creative teams; I prioritise communicating artistic strategy and direction to all stakeholders, fostering an environment of shared vision and goals. I enjoy problem-solving through design across both traditional and digital platforms. Additionally, I have a strong track record of managing multiple accounts and nurturing lasting relationships with my clients.

Personal Profile

Born and raised in London, UK, I made the exciting move to Dubai in 2012. I enjoy various passions – from sports and movies to exploring new travel destinations and dining concepts. I am also a proud father of two, an experience that continually teaches me about growth and adaptability.

EDUCATION

University of Arts London 2018 | UX Design Short Course

University of Hertfordshire 2001 - 2003 | Fine Art (Incomplete)

Richmond upon Thames 1998 - 2001 | Art & Design GNVQ and A-Level

WORK EXPERIENCE

FREELANCE DESIGN CONSULTANT

UAE Sept 2017 - Current

Clients include: Abu Dhabi Government, PIF, Seven Media, DMI, Blacklane, Merex, Marriott, HSBC, Rolex..

- Working with a variety of clients to solve specific design issues and business challenges on a consultancy basis. This span of consulting included working across multiple industries on different projects including:
- Working with Dubizzle to create the dubizzle-it campaign and creating something that matched the vibrant energy captured in the song previously made, this was used to highlight new key features such as their Car Hub, Car service and CSR "Adopt don't shop"
- Led the brand identity project for VoV Gaming, part of Saudi Arabia's Public Investment Fund (PIF) who hosted multiple globally recognised gaming events and tournaments, offering a total of \$45 million in prize money.
- Led a comprehensive re-brand that contributed to a nearly 200% growth in company revenue, alongside enhanced brand recognition and multiple industry accolades, solidifying the brand's position in a competitive market for TYM in the agricultural and industrial machinery industry
- Led design workshops for Merex to build their brand strategy, visual identity and develop creative campaigns, for their Dubai Fitness challenge Zumba campaign and City Walk Unplugged Season 3
- Create innovative concepts for campaigns, events, TVC's and digital and traditional marketing materials for Blacklanes on demand launch.
- Across all projects, led kick-off and feedback sessions were conducted to align all key stakeholders on project goals and deliverables in order to ensure consistent vision, streamline communication, and drive project success as well.
- Managed all projects from start to finish, within defined timelines and within the allocated budget
- Worked cross-functionally to align and unify all brand visuals and ethos to ensure a consistent use and deployment of the assets.

AHR GROUP, DUBAI

Head of Design

March 2018 - June 2023

- Developed and executed the initial brand strategy and visual identity for AHR Group, a leading Financial Services and Wealth Management company.
- Worked on a part time basis, reporting into the CEO, CMO & CFO and led a team of 2 Designers and a Full stack developer.
- Played a pivotal role in shaping the brand's identity and visual strategy, guiding its evolution to successfully drive the acquisition of AHR by Titan Wealth.
- Achieved a 35% increase in client engagement through optimised design assets and cohesive branding strategies, while reducing external design costs by 30% by building an in-house design system and cross-functional workflows.
- Led the re-brand project from visual identity, encompassing logos, design systems, brand guidelines and creating new brand collateral including brochures, customer forms, packaging and event materials
- Collaborated cross-functionally with marketing, social media, and web development teams to produce compelling content aligned to the company strategy.
- Periodically conducted market research and discovery techniques to better align the user experience with the customer's needs.
- Ensured continuous improvement of the customer experience by adapting the designs in line with customer feedback.

AMPLIFY MARKETING AGENCY

Senior Art Director

Feb 2015 - Aug 2017

- Led and developed the creative strategies aligned to client requirements of Amplify, a full-service Marketing agency.
- Managed end-to-end project workflows, such as overseeing a re-branding campaign for a key client, from initial concept to final execution. Coordinated time-lines, delegated tasks, and ensured cross-functional alignment to deliver on time and within budget. On a project for FoodCo we delivered the project within a tight six-week deadline and under budget, resulting in a 25% increase in engagement metrics for their cultural activations.
- Managed and mentored a multi-disciplinary creative team, overseeing performance, ensuring quality standards and providing training to align team skills with overall creative direction for each campaign.
- Presented creative concepts to clients for marketing campaigns including print collateral, video production, social media and activations.
- Leveraged artistic skills, including character design, illustration, conceptual art, typography, storyboarding and image refinement, to enhance visual communication depth and detail.

AIR3 CREATIVE, DUBAI

Art Director

Nov 2012 - Feb 2015

- Developed creative concepts for a range of clients within this Independent Content Creation Agency including GMC, ADNOC, Puma, Lux, Mercedes, Gillette, Majid Al Futtaim.
- Directing and overseeing the execution of campaigns, from photo shoots to digital content creation, ensuring alignment with the original concept and brand guidelines.
- Project managed the entire creative process in-line with the budgets and timelines.
- Mentored junior team members to support their growth, optimise output and maintain high standards

FREELANCE DESIGNER, UK

Jan 2007 - Nov 2012

- Created innovative concepts and crafting tailored promotional assets to support the growth of clients
- Produce illustrations, both concept and final designs, storyboards, retouched images, product, package and logo design for clients including bbc, Bskyb, Thomas Pink, The Sunday Times, Adidas, Warner Media

BLUEBABOON DIGITAL, UK

Senior Graphic Designer

Jan 2002 - Jan 2007

- Designed and produced a range of assets, including print layouts, digital banners, and visual mock-ups, concept development and ensuring brand consistency across all projects based on client specifications.

CLIENTS INCLUDE

Google, Microsoft, McKinsey, BCG, Apco, PIF, Pepsi, 7up, Desert Chill, Emirates, Qatar Airways, Blacklane, Bonbonnier, F1, Shell, Ferrari, Mercedes Benz, Porsche, Arada, Dubai Media Incorporation, Philips, GSK, Dubizzle, Fifa, Uefa, Expo 2020, Abu Dhabi Gov, WD, Sandisk, TAMM, Dubai Holdings, d3, RTA, OSN, Sunday Times, BBC.....

SYSTEMS, SKILLS & COMPETENCIES

Software:

Creative and Art Direction, Brand Identity & Design Systems, Story Creation and Boarding, Illustration, Typography, UI/UX, Packaging, Product Design, Video and Photography Editing, Team Building and Development, Adobe creative suite (including PhotoShop, Illustrator, InDesign, AfterEffects, Premier, Figma, Wordpress, Apple Suite, Microsoft Office, Google docs suite, Open Ai/Midjourney.

AWARDS

Transform Awards

Best Brand Experience - Gold Best Visual Identity - Gold (Farming & Agriculture Sector)

Best Re-brand Digital - Gold

B2B Marketing

Elevation Awards 2021 - Bronze