



Andrew Hobbs

Art Director

📍 London, UK

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Languages

English (Native)

About

Summary I am a highly experienced Art Director with a demonstrated history of producing content for advertising, design, editorial and e-commerce both in-house and working directly with agencies producing content for print and digital platforms that deliver measurable results. My ability to understand the audience through research, creative direction and innovation is what drives me to create compelling visuals.

BRANDS WORKED WITH

CNTRFLD GROUP

French Connection Group

Experience

● Executive Creative Director

CNTRFLD GROUP | Jan 2003 - Feb 2024

Executive Creative Director for globally renowned art publication. Led brand partnerships including Calvin Klein, COMME des GARÇONS, G . F Smith, Jil Sander, and Nokia Led and produced a special issue with guest editor Sarah Doukas celebrating her 25th anniversary of Storm Model Management with our cover model Kate Moss, other editorials featured Cindy Crawford, Cara Delevingne, Lily Donaldson, Jourdan Dunn, Eva Herzigova, and Elisa Sednaoui. Lead a team of two creatives, a copy-writer, and an art buyer/photo director commissioning, producing and art directing innovative work from both emerging and established artists around the globe. Centrefold Uses a variety of printing methods, the limited-edition publication is presented as loosely bound A2 folded pages alongside inserts, booklets and fold-out posters. Centrefold offers a space to showcase works in a unique format. Each issue's design is unique and informed by its content.

● Art Director

French Connection Group | Aug 2021 - Dec 2023

Generate, develop, present and art direct creative stills and video concepts for print and digital advertising, point of sale, features and e-commerce. Lead a creative team of five plus freelancers as needed on all visual output. Refined and built up the brand's image which led to a thirty percent increase in retail sales and steadily increased website traffic. Re-launched new menswear e-commerce direction. French Connection are currently opening new stores across the UK with four new stores confirmed for 2024.

Education & Training

● University of Technology Sydney

Bachelor of Arts,