

Ant Hooper is an art director and designer with 15 years of international experience. His work is defined by typographic precision, strategic minimalism, and visual clarity across digital and physical platforms.

Work Experience

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| FREELANCE 2010-PRESENT | Senior Graphic Designer & Art Director Strategic creative partner managing complex design systems and brand stewardship for international clients. Delivers high-fidelity visual solutions and cross-functional leadership, overseeing multi-platform projects from initial concept through technical production. |
| RAIN AGENCY 2023-2022 | Art Director & Senior Brand Designer (Contract) Led creative conceptualization and execution for high-impact campaigns across diverse sectors. Managed project life cycles for key clients including GWL Realty Advisors and Cybex, balancing strategic visual craft with rigorous timeline and budget management. |
| BALLENTINE 2022-2019 | Art Director & Senior Brand Designer Directed end-to-end creative strategy for premium global accounts, including Samsung Next and Kit & Ace. Established scalable design systems and agency creative standards while leading cross-functional teams to drive brand evolution. |
| LULULEMON 2019-2018 | Art Director, Brand Managed digital campaign production and established the visual strategy for the 'lululemon practice' launch. Directed global brand initiatives including International Day of Yoga and SeaWheeze, ensuring unified storytelling across 10+ international markets. |
| BRANDLESS™ 2018-2017 | Art Director & Graphic Designer (Contract) Executed a systematic, minimalist design framework to support the rapid market entry of a D2C startup. Optimized production workflows for over 100 SKUs, ensuring rigorous brand consistency and visual clarity across all white-label packaging. |
| INVENTORY 2016-2011 | Art Director & Graphic Designer Visual lead for nine issues of Inventory magazine, overseeing comprehensive print production and design evolution. Executed high-profile brand collaborations with lululemon lab and WP Lavori in Corso, delivering bespoke editorial excellence. |
| TOOLBOX 2016 | Junior Graphic Designer Executed technical design and production for prominent regional accounts, including Suki's Salon and Oakridge Mall. Developed foundational expertise in brand identity and creative workflow within a high-volume agency environment. |

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Education

CAPILANO UNIVERSITY*
2011-2008

IDEA: Illustration & Design Elements & Applications

Advanced Diploma, with honours
*Formerly Capilano College

UNIVERSITY OF CALGARY
2011-2008

Haskayne School of Business, Marketing

Bachelor of Commerce*
*Partial completion

Key Competencies

DESIGN & ART DIRECTION

Mastery of typography, color systems, and composition for print and digital media.

BRAND DEVELOPMENT

Developing and maintaining scalable brand identities and comprehensive guidelines.

TECHNICAL EXPERTISE

Expert-level proficiency in Adobe Creative Suite and Figma.

PRODUCTION & OPERATIONS

Deep knowledge of print production, digital optimization, and design operations.

CREATIVE LEADERSHIP

Mentoring design talent and leading cross-functional teams through complex lifecycles.

Industry Recognition

APPLIED ARTS MAGAZINE

2016 Design Awards
Complete Magazine Design – Inventory | 13

APPLIED ARTS MAGAZINE

2015 Design Awards
Complete Magazine Design – Inventory | 11

APPLIED ARTS MAGAZINE

2013 Design Awards
Complete Magazine Design – Inventory | 08

UNISOURCE UVU

2013 Design Awards
Judge's Choice – Inventory | 08

UNISOURCE UVU

2012 Design Awards
Best in Show – Inventory | 06