

YOSSI BALBIN

GRAPHIC DESIGNER | CONTRACTOR | CREATIVE

I'm a Swinburne-trained designer with over 10 years of experience across agency, in-house, and freelance roles. My background is a mix of high-volume production for national brands like Target and Snooze at Wellcom, and a decade of building brand identities from the ground up for schools and agencies like Leibler Yavneh College and Milkman Agency. Whether I'm developing complex iconography for ANZ, producing engaging social media content, or preparing press-ready files for print, I focus on making sure designs adhere to brand-guidelines and reflect a clear message. I am fluent in Adobe Suite, Microsoft office, Project Management and AI technologies. Now, I'm looking to bring that versatile toolkit to a long-term team where I can expand my technical expertise that ultimately leads to creative direction.

EXPERIENCE

CONTRACT GRAPHIC DESIGNER

(MELBOURNE) | AUG 2015 – CURRENT

CLIENTS: *Milkman Agency, Mizrachi Organisation, Minc Marketing, Leibler Yavneh College, independent artists & businesses*

- Developed brand identities, logos, and marketing collateral across print and digital platforms
- Worked as an in-house designer producing creative assets and maintaining brand consistency.
- Created and managed social media content including EDMs, digital ads, Instagram stories, and promotional visuals for multi-channel marketing campaigns
- Photographed, filmed, and edited promotional content to enhance client branding and boost audience engagement
- Leveraged UX/UI best practices to craft engaging web and app experiences, utilizing Figma to develop high-fidelity prototypes and drive collaborative design solutions
- Designed cover art, lyric videos, and social media assets for music clients

JUNIOR GRAPHIC DESIGNER

WELCOME WORLDWIDE (MELBOURNE) | NOV 2024 - APRIL 2025

- Created a comprehensive suite of custom icons for internal use (ANZ), demonstrating initiative and creative problem-solving
- Retouched and processed high volumes of e-commerce images (Target), ensuring consistent quality and meeting tight client deadlines
- Provided on-site support to hub teams (Sigma, Foodworks, Repco) often stepping in at short notice to assist with urgent projects
- Collaborated with senior designers, responded to feedback, and contributed to completing multiple concurrent projects (Snooze, VRC)
- Contributed to pitch concepts and creative development for new business opportunities
- Designed a staff cookbook, coordinating recipes submitted by employees and preparing the publication for both digital and print distribution
- Partnered with HR and administrative teams to design and produce creative collateral for internal engagement initiatives and company culture events

CONTACT

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LINKEDIN

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EDUCATION

Bachelor of Design
(Communication Design)

Swinburne University
of Technology (Melbourne - 2022)

KEY SKILLS

TECHNICAL SKILLS

- Adobe Creative Suite: InDesign, Illustrator, Photoshop (Expert); Premiere Pro, After Effects (Proficient).
- Digital & UX/UI: Figma, Canva, Mailchimp, and EDM management
- AI Technologies: ChatGPT, Adobe Firefly, Perplexity, Midjourney, and Kling
- Project Management: Asana, ClickUp, and Microsoft Office
- Systems: Proficient in both macOS and Windows environments.

PROFESSIONAL STRENGTHS

- Creative Problem-Solving
- Stakeholder Collaboration
- Attention to Detail
- Adaptability
- Growth Mindset