

# YOSSI BALBIN

GRAPHIC DESIGNER | CONTRACTOR | CREATIVE

Melbourne-based Graphic Designer with a strong foundation in communication design and a passion for creative direction. A Swinburne graduate with experience across freelance, in-house, and agency roles, I deliver engaging visual content—spanning illustration, e-commerce, and branding—for print and digital. I thrive in fast-paced, collaborative teams, using tools like Adobe Creative Suite, Figma, and AI platforms to boost creativity and efficiency. I thrive in the early stages of a project—translating briefs into a cohesive creative vision and guiding ideas from initial research to fully realized concepts. I'm eager to delve into the world of creative direction and contribute more at the ideation stage where my strengths truly shine.

## EXPERIENCE

### CONTRACT GRAPHIC DESIGNER

(MELBOURNE) | AUG 2015 – CURRENT

CLIENTS: *Milkman Agency, Mizrahi 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 by ANZ, demonstrating initiative and creative problem-solving
- Collaborated with the HR team to design a staff cookbook, coordinating recipes submitted by employees and preparing the publication for both digital and print distribution
- Retouched and processed high volumes of e-commerce images for 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
- Contributed to pitch concepts and creative development for new business opportunities
- Continuously enhanced Adobe Creative Suite skills and used AI tools like ChatGPT, Kling, Adobe Firefly, and Perplexity to streamline workflows and boost creativity.

## CONTACT

### EMAIL

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### PHONE

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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, Premiere Pro, After Effects, XD*)
- Figma
- Canva
- Mailchimp
- Microsoft Office
- Asana
- ClickUp
- macOS/Windows
- AI tools  
(*ChatGPT, Firefly, Perplexity, Midjourney*)

### SOFT SKILLS

- Initiative & creative problem-solving
- Attention to detail
- Team collaboration & client communication
- Adaptability & time management
- Growth mindset & willingness to learn

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