

YOSSI BALBIN

MID-WEIGHT GRAPHIC DESIGNER | BRAND & CONTENT SPECIALIST

Melbourne-based graphic designer and brand specialist with 10+ years of experience across agency, in-house, and freelance environments. Skilled across full brand identity & high-volume campaign production to short-form video and motion. Equally comfortable working within tight brand guidelines and taking creative direction from scratch. A collaborative communicator who listens actively, handles feedback constructively, and presents creative ideas clearly to stakeholders at all levels. Adobe CC expert with a strong eye for typography, layout, and colour, and a genuine passion for music, cooking, and storytelling-led design. Recently completed the Google Project Management Professional Certificate, adding formal grounding in project planning and stakeholder communication to a decade of hands-on creative production experience.

EXPERIENCE

FREELANCE GRAPHIC DESIGNER

YossiBalbinDesign | Aug 2015 - Current

Ongoing independent client work including Koddo, Handwork Studio, Reward Co-lab, music/entertainment projects and more.

- Led end-to-end brand identity projects for clients: logo, style guides, templates, and full digital and print rollout.
- Designed cover art, merchandise graphics, lyric videos, and complete visual identities for music artists, bringing together brand, storytelling, and creative direction in a space that genuinely excites.
- Produced photo, video, and animated content for clients across retail, hospitality, and entertainment sectors.

JUNIOR GRAPHIC DESIGNER

Wellcom Worldwide | Nov 2024 - April 2025

Studio producing design and production work for major national retail and corporate clients including Snooze, Target, ANZ, VRC, and Sigma (medical/pharmaceutical).

- Managed end-to-end campaign rollouts for Snooze across national and store-specific launches, producing simultaneous asset suites covering POS, shopfront signage, eDMs, digital banners, and social, all delivered to brief within tight turnaround windows.
- Retouched and processed 70–100 product images per day for Target's e-commerce platform, maintaining consistent colour, quality, and file standards across high-volume seasonal launches.
- Designed a complete vector icon and illustration system for ANZ from initial concept through to approved final artwork, delivered ahead of schedule with minimal revision rounds, reflecting strong brief interpretation and first-pass quality.
- Built and maintained reusable on-brand templates and asset libraries drawn on by multiple hub teams, reducing turnaround time and enabling the wider team to self-serve on routine formats.
- Managed overlapping briefs across multiple national client accounts simultaneously, consistently meeting deadlines without compromising output quality in a fast-paced studio environment.
- Proactively researched and implemented InDesign GREP automation to streamline production workflows, an initiative independently recognised by the Studio Manager as a standout contribution to team efficiency.

Role concluded due to company-wide restructuring, not performance-related.

CONTRACT DESIGNER

Milkman Agency | Feb 2024 - May 2024

- Created social-first content for Squealing Pig across Meta, producing static ads, short-form video, and motion graphics designed to stop the scroll across campaign bursts.
- Contributed creative and production work for Lifechanger (*mental health and well-being organisation*), print and digital collateral, event assets, and stakeholder video content communicating the foundation's real-world community impact.
- Assisted on professional photo and video shoots: set styling, shot selection, and post-production editing, ensuring final imagery was platform-ready across social and digital channels.

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FREELANCE GRAPHIC DESIGNER

Mizrachi Organisation (*Victoria*) | Aug 2018 – Aug 2023

- Redesigned Mizrachi Melbourne's entire visual identity from the ground up: replacing a logo that had been in continuous use since the organisation's founding in 1943, building a modern brand system that honoured the organisation's heritage while positioning it for contemporary audiences.
- Produced all community-facing design over a five-year engagement (*social media, flyers, large-format billboards, branded publications, and event collateral*).
- Built a streamlined digital communications process using Mailchimp, including a visual content directory that made publishing faster and more consistent across the team.

SOCIAL MEDIA MANAGER & GRAPHIC DESIGNER

Minc Marketing | Oct 2022 - Jun 2023

- Ran end-to-end EDM campaigns weekly for the full duration of the role, designing layouts, coordinating imagery, supporting copy, and scheduling sends, maintaining a consistent, on-brand standard across every issue.
- Managed Minc's social media presence across Instagram, Facebook, LinkedIn, and Mailchimp, developing content that kept audiences engaged and the brand looking sharp.
- Captured and edited product photography for digital and print channels; created art approvals and design guides for external product manufacturers.
- Developed product mockups with custom branding; built and presented design decks for client approvals.

GRAPHIC DESIGNER & ADMINISTRATIVE ASSISTANT

Leibler Yavneh College | Aug 2016 – Nov 2022

- Redesigned and took full ownership of the school's weekly newsletter by managing layout, formatting, content coordination, and Mailchimp scheduling every week for four years, totalling 200+ published editions.
- Designed ongoing marketing and event materials including flyers, website assets, and promotional collateral for the school community.

SKILLS & TOOLS

Design: Figma, Canva, Adobe Creative Cloud (*InDesign, Illustrator, Photoshop, XD, After Effects, Premiere Pro*)

Specialisms: Brand Identity, Logo Design, Campaign Production, Print/Pre-Press, EDM, Social Media, Illustration, UX/UI, Packaging, Short-form Video, 2D Animation, Motion Graphics, Photography & Retouching, Lyric Videos

Digital Platforms: Mailchimp, Klaviyo, Asana, ClickUp, MS Office, macOS & Windows

AI & Automation: ChatGPT, Midjourney, Gemini, Perplexity, Adobe Firefly, Kling, InDesign GREP Automation

EDUCATION

Bachelor of Design (*Communication Design*)

Swinburne University of Technology, Melbourne, 2022

Google Project Management Professional Certificate

Coursera, 2026

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