

# 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

### JUNIOR GRAPHIC DESIGNER

WELCOME WORLDWIDE (MELBOURNE) | NOV 2024 - APRIL 2025

- Created a comprehensive suite of custom icons for internal use by a major Australian bank, 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, ensuring consistent quality and meeting tight client deadlines.
- Provided on-site support to hub teams, 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 up-skilled in Adobe Creative Suite and embraced new tools and technologies, using AI (ChatGPT, Kling, Adobe Firefly, Perplexity) to streamline workflow and boost creative output

**Position concluded due to company-wide cutbacks, not performance-related.**

### 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
- Redesigned EDMs, managed social media content, and created visuals for multi-channel campaigns
- Designed cover art, lyric videos, and social media assets for music clients
- Applied UX/UI principles in web and app design projects, using Figma for prototyping and collaboration
- Filmed and edited promotional videos and animations to support client branding and engagement

## 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
- Mailchimp
- Microsoft Office
- Asana
- ClickUp
- macOS/Windows
- AI tools (ChatGPT, Firefly, Perplexity)

### SOFT SKILLS

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

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