

YOSSI BALBIN

MID-WEIGHT GRAPHIC DESIGNER | BRAND & CONTENT SPECIALIST

I am a Swinburne-trained Mid-weight Designer with over 10 years of experience across agency, in-house, and freelance roles. While much of my career has been independent, my recent work at Wellcom Worldwide for major brands like ANZ and Target was a deliberate move to transition into structured agency environments. I am now looking to settle into a more long-term role where I can drive brand projects, master every step of the creative process, and grow toward creative direction.

EXPERIENCE

FREELANCE/CONTRACT GRAPHIC DESIGNER (MID-WEIGHT)

AUG 2015 – CURRENT | MELBOURNE

Delivered end-to-end brand and marketing design for 20+ clients across education, non-profit, and agency environments (Milkman, Leibler Yavneh College, Mizrachi, Minc Marketing).

- Led visual identity projects from discovery and concept through to logos, style guides, templates, and rollout assets across print, social, web and signage.
- Acted as an in-house designer on retainer for several clients, managing briefs, prioritising workloads and presenting concepts to stakeholders while maintaining brand consistency.
- Created and managed social media and campaign content including EDMs, digital ads, Instagram stories, and promotional visuals for multi-channel marketing campaigns.
- Produced and edited photo and video content (*short-form promos, event content, basic lyric and visualiser videos*) to support brand storytelling and audience engagement.
- Designed cover art, visual identities and social media assets for music clients, ensuring cohesive campaigns across platforms and formats.

JUNIOR GRAPHIC DESIGNER

WELCOME WORLDWIDE (MELBOURNE) | NOV 2024 - APRIL 2025

Studio designer supporting national retail and corporate clients across high-volume production and campaign work.

- Created a comprehensive custom icon suite for ANZ, from concept development through to final asset library, ensuring alignment with brand guidelines and accessibility requirements.
- Retouched and processed high volumes of e-commerce imagery for Target, maintaining consistent quality, colour and cropping while meeting tight daily and weekly deadlines.
- Provided on-site design support to hub teams (*Sigma, Foodworks, Repco*), often stepping in at short notice to assist with urgent artwork requests and campaign rollouts.
- Collaborated with senior designers and account teams to adapt key visuals into print, digital and social formats (*Snooze, VRC*), contributing to multiple concurrent projects.
- Contributed to pitch concepts and creative development for new business opportunities, preparing presentation-ready visuals and mockups.
- Partnered with HR and admin teams to design internal engagement collateral and event materials that supported company culture initiatives.

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

- Adobe CC (*expert InDesign, Illustrator, Photoshop; proficient Premiere Pro, After Effects*).
- Digital & UX/UI: *Figma, Canva, Mailchimp, EDMs, social content.*
- AI: *ChatGPT, Firefly, Perplexity, Midjourney, Kling.*
- Workflow: *Asana, ClickUp, Microsoft Office, macOS & Windows.*
- Production: *Print/pre-press, templates, artworking/ finished art, basic motion graphics & video editing.*

PROFESSIONAL

- Creative problem-solving & concepting.
- Stakeholder collaboration & clear communication.
- Detail-oriented brand guardianship.
- Adaptable in busy studios.
- Growth mindset for craft improvement.