



Mitchell Bellach

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SUMMARY

Hi, I'm Mitch, a designer with eight years of industry experience. I have recently returned from London to Australia and am currently looking for a new opportunity in digital design. While in London I worked across a range of internationally renowned clients at the award-winning marketing and advertising agency, Proximity London (which later became RAPP). Prior to this, I gained a broad range of experience at a number of boutique studios, a digital app-development agency and a small venture-funded, tech start-up.

EXPERIENCE

PROXIMITY LONDON (MARCH 2015 – NOVEMBER 2020)

Senior Digital Designer for industry leading marketing and advertising agency. Within this role I:

- Worked as the Lead Designer on The Economist account, one of Proximity's longest and most respected clients. I helped craft award-winning work on campaigns such as the national UK election and their coverage of the 2018 Football World Cup.
- Regularly worked across brands such as IKEA, Volkswagen, Specsavers and John Lewis Partners.
- Nurtured the development of junior designers working on the The Economist and IKEA accounts, helping them grow into their roles and the wider agency.
- Established myself as the go-to designer for the agency's CEO on a range of strategic projects due to my proven ability to work to high standards, under pressure and against tight deadlines.
- Organised and branded the agency's 'Waysgoose Wednesdays' events – a series of in-house learning and development sessions for creative teams.
- Worked on a number of pitch-winning teams, most recently securing the IKEA account and additional business within the Volkswagen Group of companies.
- Won an internal open-brief to design a new brandmark for Oxford Internet Institute (of Oxford University) which is currently being used on the Institute's website and in its marketing materials.
- Co-ordinated the agency's involvement with the social media design campaign '36 Days of Type,' which inspired involvement from the whole Design Team (and a number of non-designers), while raising the agency's social media profile.
- Received consistent feedback that I was proactive, pragmatic and client-focused in work with all client-service colleagues, art-directors and copywriting teams.
- Developed a proven track record with both developers and print teams. I'm comfortable talking code or ink-coverage or liaising between the two.
- Was a committed member of the agency's inter-agency softball and football teams.

BIGGIE SMALLS (2014)

Freelance Designer for boutique Sydney design agency. Within this role I:

- Worked directly with the agency director on various branding, website, packaging and marketing projects.
- Developed and pitched material for larger clients such as Muffin Break.



EXPERIENCE

PARK MY VAN (2013 – 2014)

In-house Designer for venture-funded Australian campervan compare-and-hire website.

- I Worked across the board on website design and development, Google Analytics, SEO, content creation and various promotional campaigns.
- Additionally, I was involved in all parts of the business, liaising with web developers, suppliers and customers and business development strategy.

CREATIVE LICENCE DIGITAL (2013)

Here I undertook a six-month digital design graduate role at their award-winning app-development agency. I worked on the design, branding and collateral for apps such as a government-funded medical education app, a location-based discount app and a social commentary friend finder app.

PRIVATE FREELANCE CLIENTS (2013 – CURRENT)

As a freelancer, I have worked on a range of projects for clients that include Oxfam, One-Water and Arts Revolution (an English music education provider). I have also crafted brand identities for a stylist and a boutique law firm, and created a range of collateral for a Sydney restaurant group.

SKILLS

Adobe CC	_____	UX + UI design	_____
Adobe XD	_____	HTML + CSS	_____
Sketch	_____	After Effects	_____
Figma	_____		

EDUCATION

GRAPHIC DESIGN MASTERCLASS (2012)

Shillington College

MASTERS OF ARCHITECTURE (2008 – 2009)

Sydney University

BACHELOR OF DESIGN (2003 – 2006)

Sydney University

CONTACT DETAILS

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