



Mitchell Bellach

MITCH@MITCHELLBELLACH.COM - 0450 775 342
WWW.MITCHELLBELLACH.COM

SUMMARY

Hi, I'm Mitch, a Sydney based UI and UX designer with a passion for typography and a systems based approach to design. I possess over ten years experience working across a broad range of internationally respected clients both in-house and at a number of award-winning Agencies in London and Sydney. I'm passionate about solving customer problems by understanding user needs and behaviours and bringing this to the heart of my designs.

EXPERIENCE

M&C SAATCHI SYDNEY (NOV 2023)

Senior Freelance UI role working on a redesign for the corporate website of Baiada.

HOYNE (AUG 2023 - SEP 2023)

Two month freelance UI role working on a range of web design projects in the architecture and large-scale property development space.

PAYCHOICE (JAN 2023 - APR 2023)

Four month contract role working on a revamp of PayChoice's CRM - a payment platform used by a range of Australian small businesses. The role involved initial UX strategy, wireframing and the UI design of their client portal whilst also creating a new design system for the company.

POLLEN (AUG 2022 - SEP 2022)

Two month freelance UX/UI role working on a website redesign for MagShop - one of Australia's leading stores to purchase magazine subscriptions online. The role spanned initial UX research, UI design and delivery working in a two-week, agile sprint framework.

FOLK (MARCH 2022 - JUN 2022)

Three month freelance UX/UI role working on a range of government and private company projects. We implemented agile design methodology and extensive NSW government Figma design systems to create a range of client websites.

M&C SAATCHI SYDNEY (AUGUST 2021 - FEB 2022)

Senior Digital Design role working within the Marketing and Communications department. The role included working on an internal re-brand project for M&C Saatchi Group Sydney and assisting various subsidiary groups within the agency such as Re and M&C Sports and Entertainment to secure new work.

FREELANCE (MARCH 2020 - AUGUST 2021)

Senior Digital Design roles at various Sydney agencies including DDB, Dentsu Isobar and Akcelo. These ranged from a month to six weeks in length producing work for clients such as Amex, NIB, and Woolworths.

PROXIMITY LONDON (MARCH 2015 - NOVEMBER 2020)

Senior Digital Designer for industry leading marketing and advertising agency Proximity. 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.



EXPERIENCE

- 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.
- 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.
- Curated the agency's engagement with the social media design campaign '36 Days of Type,' which inspired involvement from the whole agency, while raising the agency's social media profile.
- Was a committed member of the agency's inter-agency softball and football teams.

BIGGIE SMALLS (2014)

Freelance Designer for a boutique Sydney design agency. Within this role I worked directly with the agency director on various branding, website, packaging and marketing projects.

PARK MY VAN (2013 - 2014)

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

- I worked in all areas of the business on website design and development, Google Analytics, SEO, content creation and various promotional campaigns.

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 a range of marketing and brand collateral for a well renowned Sydney restaurant group, independent stylist and Sydney based law firm.

TECHNICAL SKILLS

Figma _____
Adobe CC _____
MidJourney _____

Miro _____
HTML + CSS _____

EDUCATION

IXDF UX IMMERSIVE (2022)

Interactive Design Foundation

GRAPHIC DESIGN MASTERCLASS (2012)

Shillington College

MASTERS OF ARCHITECTURE (2008 - 2009)

Sydney University

BACHELOR OF DESIGN (2003 - 2006)

Sydney University

CONTACT DETAILS

 0450 775 342

 mitch@mitchellbellach.com

 [linkedin.com/in/mitchellbellach](https://www.linkedin.com/in/mitchellbellach)

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