



Mitchell Bellach

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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

FREELANCE (JAN 2024 - CURRENT)

Various freelance roles whilst undertaking a number of personal business projects.

M&C SAATCHI SYDNEY (NOV - DEC 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 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

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