

Resume

Hi there, my name is Nick and I have been in/around the creative industry for more than 15 years, and I have been involved with startups / small businesses and agencies. I have a keen interest in helping brands fulfill their potential and grow through creativity and branding.

Throughout the course of my career, I have worked in culturally diverse countries, and this has helped me built a keen eye for observation as well as being able to look at things from different perspectives. I am also very analytical in my tasks and process driven, which has helped me gained a deep appreciation for topics such as brand building, UX UI design practices and most recently, using AI for UX UI productivity and vibe coding.

In my free times, I am constantly interested in improving my home - from fixing stuff to doing semi DIY work to looking for the perfect wall art. Other than that, you'll find me often hunting for authentic food around Melbourne :)

Education

2021

UI / UX Design Elevate Course at Academy Xi

2006 - 2008

Swinburne University of Technology, Prahran
Bachelor of Communication Design

2004 - 2005

Brighton Secondary College
VCE studies Year 11-12
Certificate of Academic Excellence in Visual Communication and Design

2000 - 2003

Sekolah Sri Cempaka Form 1 -4 (Malaysia)

Language

English Malay Mandarin (spoken only)

Skills

UI / UX Design	AI Vibe Coding
Product Design (Digital)	Design Systems
User Testing	Wireframe / Prototyping
Frontend Development Handover	Warehouse Operations and Logistics
eCommerce Operations	Print Production

Tools I've Used

Figma	Claude
Miro	Adobe XD
Adobe Creative Suite	Adobe Commerce / Magento
Shopify	Framer
Neto / Maropost	Microsoft Office

Contact Reference

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Work Experience

2017 - Present

2021 - 2026

UX UI Designer at Balance / Digitas ANZ, Melbourne

- Working closely with design directors to lead and support end-to-end UX/UI design for clients across discovery, definition, development and delivery phases.
- Conducting user research, usability testing and stakeholder workshops.
- Designing wireframes, prototypes and high-fidelity UI in Figma.
- Research and test future AI capabilities within UX/UI design.
- Collaborating with developers, solution architects and stakeholders to produce design solutions.
- Manage delivery handovers with development team, providing ongoing support and troubleshooting to ensure the requirements and constraints are considered.

Brands I've Worked With

Taubmans	Mitre 10	Betta	Mirvac
MMEM Electrical	ALDI	AAMI	Aspect Skincare
Total Tools	Krispy Kreme	La Trobe Uni	7-Eleven

Skills involved

UI / UX Design
Digital Design
Design Systems
EDM/CRM UX Design
Product Motion Design
User Testing
Wireframing & Prototyping
Development Handover

2017 - 2021

Marketing / Digital Designer at L3 Home, Melbourne

- Designed and developed the company's branding and visual identity.
- Conducted workshops with stakeholders to develop the brand's identity and direction.
- Designed the entire UI/UX of the website, conducting users research for validation prior to launch.

Digital Content Manager at L3 Home, Melbourne

- Managing website's Neto backend, from coding / fixing front end scripts for frontend UI when necessary to managing the rollout of promotion and marketing materials.
- Liasing with third party partners such as web developers, service providers and printers.
- Since launching the website and showroom, the brand has been featured in major online marketplaces such as Catch, Bunnings, The Block Shop as well as TV shows such as The Living Room and The Block.

Brands I've Worked With

Eastern Warehouse	Temple & Webster	The Block Shop
eBay	Fantastic Furniture	MyDeal

Skills involved

Branding Identity
UI / UX Design
Wireframing & Prototyping
Digital Marketing Design
Photoshop
Illustrator
Editorial Design
Neto / Maropost Platform
Frontend Development
HTML / CSS

Work Experience

2010-2016

2017 - 2021

Operations Executive at Eastern Warehouse, Melbourne

- Designed and developed the company’s branding and visual identity.
- Designed and managed production of the annual catalog.
- Managed Operations and Customer Service as well, with it comes along managing warehouse for 3PL management, online fulfillment and dropshipping.
- Since its rebranding, the brand has gained its reputation to be one of Australia’s trusted furniture suppliers for Temple & Webster, Zanui, Fantastic Furniture among the few notable ones.

Skills involved

Branding Identity
Operations Management
Warehouse Management
Furniture Knowledge
Customer Service
Editorial Design
Print Production

2010-2016

2015–2016

Senior Designer at 3ciety, Kuala Lumpur

Led a team of graphic designers for merchandise, marketing and print productions. Managed e-commerce operations on Magento platform.

2014–2015

Art Director at Lucideas / Fundamental, Kuala Lumpur

Rebranded the agency from Lucideas to Fundamental. Art directed TV commercials, photo shoots and campaigns for brands including IDEAS and Shokubutsu.

2013–2014

Senior Graphic Designer at DIA Brands, Kuala Lumpur

Corporate branding, packaging and web design for Etiqa Insurance, Asian Institute of Finance, F&N and MHB.

2010–2013

Art Director at Lucideas Creative, Kuala Lumpur

2010–2013

Designer at OgilvyAction

Campaigns and brand collateral for British American Tobacco, Petronas, Drypers and TENA. Bronze award — Excellence in Social Media Marketing.