Mike White

DESIGNER, DIGITAL SPECIALIST

BUDGET DIRECT

DIGITAL DESIGNER MARKETING TEAM

4 YEARS JAN2023-NOW

Working with the production team of designers, content writers and front end developers, my role at Budget Direct centres around creating assets and landing pages, promotional material and web assets for our TVC's, Sponsorships and ongoing existing customer competitions and campaigns.

- Work closely with stakeholders from concept and ideation through to execution of various campaigns.
- Handoff to developers for landing page, email, web content.
- Creating animations and motion graphic content
- Ai assisted workflows and image generation
- Work with external/overseas partners for promotional and sponsorship activations

SWYFTX

SENIOR DESIGNER

18 MONTHS MID 2021- LATE 2022

I joined Swyftx during one of their early growth phases during the company's formative years, seeing them grow from 80 staff members to around 250. Joining the company during its fledgling stage meant designing style guides, branding and components from scratch and having a large influence on the brand's artistic direction.

Working with product designers, front-end developers and marketing, I created branding, illustration and campaign assets that made a complex subject feel more approachable.

COMPARE THE MARKET

GRAPHIC DESIGNER

3 YEARS MID 2018-MID 2021

As part of the Australian branch of CTM, I created web assets, print media, out of home and social media content using the character models of Aleksandr and Sergei. Heavy photoshop work was required to put the characters into different scenarios as well as an understanding of formatting and file limitations for the web.

EDUCATION

University of the Sunshine Coast

BACHELORS OF COMPUTER BASED DESIGN AND MARKETING

RMIT

INTRODUCTION TO USER EXPERIENCE

SKILL BASE

PHOTOSHOP
PREMIER
ILLUSTRATOR
INDESIGN
FIREFLY
AFTER EFFECTS
FIGMA
WORDPRESS
WEBFLOW
HTML/CSS
GWD
AI

CONTACT

mikelennon92@gmail.com

0407 597 765

Brisbane, Australia

www.mikewhite.design