

# Elliot Midson

## Digital Designer

I have spent the last 14 years creating design solutions for a wide variety of different brands and people. I'm an avid believer in the power of human-centered design and people-based problem solving. With this experience I bring a broad digital skillset, from user interface and experience design, interaction and motion design and some front end development.

**Capabilities:** Figma, Sketch, Photoshop, Illustrator, InDesign, After Effects, Axure, HTML, CSS

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### Work Experience

<b>Macquarie Bank</b> Senior UI/Interaction Designer	<ul style="list-style-type: none"> <li>Build and maintain design system components for the Macquarie Home Loans product team</li> <li>Create interactive and animated prototypes to express complex component interactions</li> <li>Formulate design solutions based on data and consumer research</li> <li>Create detailed feature specification documents for development handover</li> </ul>	Mar 2021 to Present
<b>Paper Giant</b> Senior Interaction Designer	<ul style="list-style-type: none"> <li>Bring together user needs, business goals and technical realities to create a unique experience for all user types.</li> <li>Engage in in-person and remote user research and testing.</li> <li>Rapidly generate different prototypes, ranging from paper sketching to high-fidelity digital mock-ups in response to research findings.</li> <li>Effectively communicate research findings, conceptual ideas, and design rationale both verbally and visually.</li> <li>Run stakeholder workshops, creative brainstorms and planning sessions.</li> </ul>	Oct 2019 to Feb 2021
<b>Carter, Versa, Paper Giant</b> (contract)	<ul style="list-style-type: none"> <li>Lead designer on a variety of websites including Swimwear Galore, Childrens Court of Victoria, ANZ Intranet and AIA Insurance Advisor portal</li> <li>Working with different agency teams to evaluate and concept new digital interfaces and solutions</li> </ul>	Feb 2019 to Oct 2019

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**Work Experience**

cont.

<b>Tundra</b> Senior Digital Designer	<ul style="list-style-type: none"> <li>• Design responsive interfaces, websites, apps and digital media for a wide range of clients including Nike, MediBank and Slater &amp; Gordon.</li> <li>• Create large scale digital design systems and guidelines for brands.</li> <li>• Work in a sprint based, agile environment leading design initiatives and concepting for projects</li> <li>• Build prototypes and animate mockups to demonstrate interaction</li> </ul>	Mar 2017 to Feb 2019
<b>CHE Proximity</b> Senior Digital Designer	<ul style="list-style-type: none"> <li>• Work within dedicated production teams to create design digital solutions for clients such as Telstra, Mazda and AusSuper.</li> <li>• Create web experiences that are not only visually engaging but also functional.</li> </ul>	Mar 2016 to Feb 2017
<b>Deepend</b> Digital Designer	<ul style="list-style-type: none"> <li>• Design interfaces, website designs and digital media for a wide range of clients including ANZ, Scenic Tours, ACMI</li> <li>• Collaborate with producers and developers to create the best possible solution for clients</li> </ul>	Oct 2013 to Mar 2016
<b>Winning Media</b> Graphic Designer		Jul 2012 to Oct 2013
<b>Binge Advertising</b> Mid Weight Designer		Nov 2011 to Jul 2012
<b>Letchford Photography</b> Graphic Designer/Image Retoucher		Mar 2010 to Aug 2011
<b>Winning Media</b> Junior Graphic Designer		Mar 2008 to Jan 2010

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**Qualifications**

<b>QANTM College Diploma of Multimedia (Graphic Art) – Scholarship</b>	2007
<b>Certificate III in Information Technology (Network Administration)</b>	2006
<b>Certificate III in Business Communication</b>	2006