



Hailie Le Bas

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Graphic Design | Digital Design | Print Design | Brand Design | UX/UI Design

My most recent full-time role was as a Senior Designer at Dentsu Creative. With 8 years experience working in the Advertising industry, my experience is in designing across all touchpoints for campaigns for clients in the financial services, banking, telecommunications and insurance sectors. From conceptualising to getting stuck into making a digital banner pixel perfect, I love to bring ideas to life.

I'm currently on the search for a new design role with a collaborative team, where I can continue to develop my skills.

Creative Tools

Photoshop | InDesign | Illustrator | Figma | Sketch | Adobe XD | After Effects | Google Slides | Microsoft Office Suite

Professional Experience

Designer (Senior) – Dentsu Creative

April 2023 - December 2024

- Oversaw projects for quality control such as the creation of social videos or digital display banners for American Express whereby storyboards were created and video animation has been outsourced, I would do final QA and reviews.
- Functions included designing print and/or digital collateral for campaigns, designing pitch documents, collaborating on projects with Copywriters, Art Directors, Account and Project Management and the timely delivery and presentation of work to clients including American Express, NIB, FutureFeed and NBN.
- Mentoring junior designers in the processes of design for American Express in particular.

Designer – Dentsu Creative

March 2021 - March 2023

- Began working across multiple brands including Zespri, Two Good Co. and Virgin Money with a key focus American Express.

Digital Designer – Track Customer Marketing, DDB Sydney

June 2020 - March 2021

- Working across multiple brands including Volkswagen, BP Rewards and Gumtree
- Creation of design concepts for below the line communications. These could include animated or static graphic elements.

Designer – CX Lavender, Sydney

September 2018 - March 2020

- Worked in-house for 2.5 years
- Completed a 9-month secondment, with a focus on one key banking client working at their offices.
- Facilitated communication and collaboration between client, business management and copywriting teams across multiple projects.
- Ensured the timely delivery of projects.
- Clients: The Westpac Group, American Express, nbn, MineSuper, as well as internal projects and pitches.

Junior Designer – CX Lavender, Sydney

January 2017 - August 2018

Education

Award School – 2018

Masters in Design, Art and Design, UNSW – 2015-2016

Bachelor of Design in Architecture, University of Technology, Sydney – 2010-2013

References

John Fairley

Design Director

The Idea Shed (formerly Head of Design at Dentsu Creative)

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Leisa Ilander

Associate Creative Director

Dentsu Creative

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Jackson Long

Creative Director

Apparent

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Jiselle Simpson

Director of UX/UI Design

Rapp (Formerly Track Customer Marketing, DDB Sydney)

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Please see attached letter of recommendation

Interests

Singing

Lead singer of the Dentsu Creative Band called 'Hailie and the Has-Beens'. Before this I was the lead singer of another band called 'The Runaway Houses' from 2012-2016.

Swimming

Growing up and living in the northern beaches I have always spent my time going to the beach and enjoy taking part in organised swims.

To whom it may concern,

I have known Hailie Le Bas for 10 months, during which time she worked as a UX/UI Designer at Track Customer Marketing (Track), starting off on a contract for 2 month and then continuing on full time employment for the remaining time.

While at Track, Hailie developed designs with blue-chip clients including Volkswagen, BP and Gumtree. She took this opportunity with both hands, choosing to extend her design projects by leveraging her passion and capability in conceptual concepts and graphical animation.

Hailie has demonstrated breadth and detail into each project. She takes calculated risks by pushing boundaries and exploring ideas, leveraging with presentation skills to involve and communicate new ideas to stakeholders.

Aside from her craft, I have been consistently impressed with Hailie's attitude, where she embraces big ideas and actions that reflect their sense of hope and goodwill toward others. I am absolutely confident Hailie will devote herself into an organisation and give her fullest.

I recommend Hailie as a trustworthy employee and I am confident Hailie will produce work of a high standard and establish productive relationships to quickly propel her career. I look forward to watching Hailie's career flourish and wish her well.

I remain available for contact for further information and verbal references.

Yours Sincerely,

Jiselle Simpson

Director of Visual Experience & UI Design at Track

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