



Hailie Le Bas

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

I'm a mid-senior designer with a focus on brand and campaign work—crafting thoughtful, effective design from concept through to delivery. I've worked across a range of industries for clients including American Express, Westpac, and Princess Cruises. I'm passionate about strong ideas, clean execution, and creating work that connects.

Creative Tools

Photoshop | InDesign | Illustrator | Procreate | Figma | Adobe XD | After Effects | Google Slides | Microsoft Office Suite | Canva
AI – Midjourney | Runway | Adobe Firefly | Gemini | Chat GPT

Professional Experience

Freelance Designer – Westpac

March – April 2025 & July 2025 – Present

- Recently executed the 'Double You' internal brand campaign (Dec 2025 – Jan 2026), delivering print assets including branch artwork, marketing collateral, and digital touchpoints.
- My most recent project was to design a premium 32 page booklet for the Private Wealth team, including the creation of multiple infographics, and preparing final print-ready files for production.

Freelance Designer – 72 and Sunny

April – June 2025

- Had the opportunity to work on some brand positioning work for Princess Cruises, pitch work for Tinder and Sydney University and assisting with work on Google and Realestate.com.

Designer – Dentsu Creative

March 2021 – December 2024

- Delivered end-to-end design solutions for campaigns across print, digital, and motion, including concept development, storyboard creation, and final quality assurance for animation and production.
- Designed campaign collateral across print and digital channels, including social content, display banners, and pitch presentations
- Collaborated closely with Copywriters, Art Directors, and Account and Project Management teams to ensure high-quality, on-time delivery and effective client presentations
- Mentored junior designers, supporting their development in design processes and best practices
- Worked across multiple brands including American Express, NIB, FutureFeed, NBN, Zespri, Two Good Co., and Virgin Money, with a key focus on American Express

Digital Designer – Track Customer Marketing, DDB Sydney

June 2020 – March 2021

- Worked 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 and completed a 9-month secondment at Westpac's offices.
- Facilitated communication and collaboration between client, business management and copywriting teams across multiple projects.
- Clients: The Westpac Group (this includes St.George Bank, BankSA, Bank of Melbourne and Westpac), American Express, nbn, MineSuper, aswell 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

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