

LEIVEL M. DAVID

Senior Multidisciplinary Designer | Brand · Campaign · Digital

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14+ YEARS DESIGN EXPERIENCE · 12 YEARS IN-HOUSE AT ONE SPECIALIST SOFTWARE BUSINESS · FIGMA + FULL ADOBE SUITE

PROFESSIONAL SUMMARY

A senior multidisciplinary designer with 14+ years across brand, campaign and digital design — twelve of them in-house at one specialist software business, owning and evolving its brand, campaigns and digital presence as the company, its products and its market changed around it. Figma and the full Adobe Creative Suite are home turf, with working knowledge of HTML, CSS and CMS platforms — moving comfortably between web, digital, print and campaigns. Melbourne-based, ready to bring shipped, real-world design work to a Brand, Web or Digital Design role.

EXPERIENCE

Graphic & Web Designer — In-House, *Insureware*

Melbourne, Australia | 2014 – 2026

- Owned brand, campaign and digital design across the business — building visual consistency across brand, campaign and digital as the company, product and market evolved.
- Designed and shipped campaign assets in Photoshop, Illustrator and InDesign — flyers, brochures, presentations, digital ads — keeping brand identity consistent across every channel for 12 years running.
- Built and maintained the company website in HTML/CSS and a CMS, independently owning its design, content and visual consistency.
- Delivered product and web layouts against stakeholder briefs in Figma/Adobe, with AI-assisted concepting folded into the process.

Freelance Graphic & Digital Designer, *Sphere Agency*

Melbourne, Australia | 2021

- Produced brand identity, packaging and digital campaign work for multiple clients across hospitality, retail and food & beverage — including Adriatic, OMI, Melbourne Coffee Co. and The Jerk.
- Delivered full brand systems, social content and campaign collateral — adapting visual language across distinctly different industries.

In-House Graphic & Web Designer, *Fashion Biz*

New Zealand (with Australia & Canada stakeholders) | 2013

- Designed and maintained websites in HTML/CSS for three retail/workwear brands (Biz Collection, Biz Corporates, Syzmik), serving thousands of customers across NZ, Australia and Canada.
- Built the weekly customer newsletter and seasonal catalogue campaigns end-to-end, keeping the brand consistent from catalogue to storefront.

Freelance Graphic Designer, *Nightlife & Entertainment Clients*

Auckland, NZ | 2011 – ongoing, on and off

- Designed event posters and campaign artwork for repeat nightlife and entertainment clients since 2011, across Auckland, NZ and Melbourne.

EDUCATION

Diploma of Web Development —

Natcoll Design Technology, 2012

Diploma of Graphic Design —

Natcoll Design Technology, 2011

Certificate in Digital Design —

Natcoll Design Technology, 2010

CORE SKILLS

Design & Product

Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, UI Design Fundamentals

AI-Assisted Workflow

AI-assisted creative workflows, generative image tools, AI-assisted content drafting, prompt-based ideation

Web & Technical

HTML, CSS, CMS Management, Website Maintenance

Marketing & Communication

Marketing Collateral, Social Media Content, Campaign Assets, Stakeholder Communication