Lain Nathan

EMAIL: lainnathan@gmail.com
PHONE: 0412 895 443
PORTFOLIO: www.lainnathan.com

I'm a multi-disciplinary designer with 10+ years of experience across design and content roles. Skilled in art direction, UI/UX design, and cross-channel content creation, I have a proven track record of crafting elevated visuals that drive engagement and conversion.

SKILLS

ART DIRECTION

Brand management, graphic design and multi-channel creative strategy

DIGITAL DESIGN

Web & UI/UX design, motion graphics

MULTIMEDIA PRODUCTION

Videography, photography, editing, lighting, audio production

SOFTWARE

Adobe Creative Suite: Illustrator, Photoshop, After Effects, Premiere, InDesign, XD

Figma, Webflow, Wordpress Elementor, Lottie

Runway AI, Midjourney, Adobe Firefly

Google Analytics, PostHog

EMPLOYMENT

MULITMEDIA DESIGNER

The Big Creative | 2025-Current

- Liaise with and manage clients in the not-for-profit and disability services sector, within the context of a fast paced agency environment
- Create on-brand digital and print assets aligning with existing brand guidelines and WCAG accessibility standards
- Develop content for advertising, EDMs and social media campaigns, for both service-based and ecommerce companies
- Design and evolve branding, including logos, color palettes, typography and video graphics
- Attend to urgent requests and meet tight deadlines, while maintaining attention to detail and brand consistency
- Produce supporting video edits, motion graphics, and lower thirds

SENIOR DIGITAL DESIGNER

Lion Property Group | 2018-2025

- Oversaw the creative and visual output of all marketing and communications materials across multiple companies
- Managed the implementation of the Brand Guidelines, expanding them into elevated, responsive and accessible Digital Brand Guidelines
- Led the creative direction of campaigns in a cross-functional, high-performing team
- Produced cross-platform content including advertisements, EDMs, brochures, signage, videos, podcasts, audiobooks and animations

EDUCATION

BACHELOR OF MEDIA

2010-2015 | Southern Cross University

Screen Major, Design Minor

BACHELOR OF ARTS

2012-2015 | Southern Cross University

Exchange: University of Massachusett; Studied marketing at Isenberg School of Management

REFERENCES

Provided on request.

EMPLOYMENT CONTINUED

- Collaborated with internal stakeholders to translate business objectives into high performing visual communications
- Spearheaded the design and maintenance of the company website, improving conversion and resulting in organic traffic becoming responsible for 50% of the organisation's business
- Routinely interpreted analytical data to optimise engagement and conversion across customer journeys
- Produced branding and marketing materials for high-end property developments and real estate companies

VIDEOGRAPHER

Full Circle Investment Group | 2017-2018

- Managed directors' personal brands
- End-to-end production of weekly documentary-style videos
- Worked closely with executive team, advising content, interviewing and directing in on-camera presentation
- Created new branding, templates and assets
- Executed multi-channel strategy that supported the core business

VIDEO MARKETING SPECIALIST & PARTNER

PostFilm Productions | 2015-2017

- Co-founded and operated a small video production and marketing business
- Produced videos for domestic and corporate clients
- Coordinated production schedules and worked to deadlines
- Coordinated marketing campaigns on social media, Google AdWords, print and online directories
- B2B marketing consulting

CONTRACT JUNIOR MEDIA ASSOCIATE

Best Practice Program | 2015

- Assisted in multi-camera recordings of business training workshops
- Oversaw content creation and publishing to Moodle LMS
- Ran live video webinars
- Produced content for social media, website and EDMs

VIDEOGRAPHER

Freelance | 2014-2016

- End-to-end video production for weddings, live music events, conferences, music videos and business promotional materials
- Tasks included camera operation, sound recording, lighting, footage and equipment logging, interviewing, editing and client liaison