

Niels Oeltjen

Digital designer and maker



I believe great design comes from sensitive consideration and understanding of users, expressed through an inspired design vision, and tempered with practicality.

I'm a craftsperson and I seek to make things that are expressive and authentic, and imbued with a character of their own.

Wide-ranging experience in Design and Art has helped broaden my thinking. I consider myself an open-minded, creative, and innovative thinker.

Tending towards a democratic leadership style I favour facilitation and collaboration.

I thrive in collaborative teams, and welcome diverse input. I am calm, worldly, widely travelled, and humility and humour serve me well.

CONTACT

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0430 148 159

WEBSITE

nielsoeltjen.com

FOLIO

elbone.github.com

DETAILS

- Male
- Australian Citizen
- Residing in Hobart, TAS
- Born 1976

PROFESSIONAL

- Bachelor of Fine Art 1998, Tasmanian School of Art
- Graphic Designer 1997+
- Fine Artist 1996+
- Certificate 3 in Small Business Management 2008

REFEREES

Yann Burden
CEO, Billcap
yann@billcap.com

Emy Alegre
UX Lead, Redbubble
me@emyalegre.com

EXPERTISE

DESIGN

- Creating visual systems
- Designing user experiences
- Designing user interfaces
- Creative direction
- Brand evolution

MAKE

- Content development
- Design implementation
- Prototyping
- User testing

TECH

- Frontend development
- Technical understanding

SKILLS

UX

- User research
- Documentation
- Wireframing
- Prototyping

CONTENT

- Information Design
- Content development
- Copywriting

METHODOLOGIES

- Human-centered Design
- Design Thinking
- Agile
- Lean

TOOLING

- Sketch
- Adobe Illustrator CC
- Adobe Photoshop CC
- Sublime Text / Atom
- ... and squillions more

FRONTEND DEV

- CSS (modern)
- HTML (semantic, accessible)
- JavaScript
- Git (Github)
- Node + NPM
- Vue

PLATFORMS

- Mac
- PC
- Web
- iOS

MISC

ILLUSTRATION

I was represented by Jacky Winter Group for illustration from 2007 to 2010.

www.jackywinter.com

ARTIST

As a practicing artist (since 96) I have distinguished myself as a muralist, craftsperson and maker of quality work. I have exhibited internationally as well as having shown at the National Gallery of Australia.

www.nails.net.au

LETTERPRESS

As co-founder of Wilkintie I learned the art of letterpress on a Vandercook Press and printed many artworks on this prized machine.

www.wilkintie.com

LANGUAGES

- English (fluent)
- German (conversive)

Work History

BILLCAP

www.billcap.com

LOCATION

Melbourne, Australia

PERIOD

January 2017 to February 2018

DESCRIPTION

Billcap operate a software platform to support key business functions of retailers in the Australian energy market.

Their software products enable innovation and differentiation through their modularity, flexibility and affordability.

ROLE

Lead UX and UI Designer and Developer

RESPONSIBILITIES

- Drive design company-wide and represent design function and users in planning.
- Develop a culture of design-thinking in the software team.
- Lead design in (Agile) software teams of Product Managers and Software Engineers for various internal initiatives.
- Support sales efforts with client presentations.
- Identify and make UX improvements to existing software suite.
- Manage internal stakeholders, and service external clients.
- Design interfaces.

- Write UI code for web software.
- Mentor junior team members.

ACHIEVEMENTS

- Delivering a company-wide re-brand, solo.
- Delivering a successful UX for Jemena's Demand Response initiative.
- Developing key experiences for the industry-leading Trust product.
- Working with the CEO and Head of Product to develop product direction.
- Mentoring exceptionally bright junior team members.

REDBUBBLE

www.redbubble.com

LOCATION

Melbourne, Australia

PERIOD

May 2015 to January 2017

DESCRIPTION

Redbubble is a global online marketplace where artists can sell their designs on various print-on-demand products.

I lead experience design for the team responsible for launching new products in the marketplace to both the artist and consumer, and scaling that process.

ROLE

Senior Product Designer

RESPONSIBILITIES

- Lead design in my (Agile) initiative team of Product Managers and Engineers
- Develop launch experiences for new products
- Develop processes for creating product previews
- Contributing to the growth of the design team's capabilities
- Manage key stakeholders across Artist Services, Product Development and Marketing

ACHIEVEMENTS

- Creating experiences for approximately 25 products across all marketplace services.
- Delivering industry-leading dynamically generated realistic product previews.
- Co-leading work to scale the product platform.
- Mentoring exceptional designers and engineers.

THICK

(Studio Thick changed their name to Today)

www.today.design

LOCATION

Melbourne, Australia

PERIOD

2013 to 2014

DESCRIPTION

Studio Thick is a service design agency. As Senior Designer I delivered web solutions to clients across Government, Culture, health, Education, and social enterprise.

ROLE

Senior Designer

DUTIES

- IA/UI/UX
- Visual Design
- Design rollout
- Web development
- Content development
- Development lead
- Content authoring

CLIENTS

- Business Victoria
- DeBono Institute
- Missing Person's Advocacy Network
- KeepCup

ACHIEVEMENTS

- Developing the simple and effective online Missing Person's Guide, a tool for those seeking a missing loved one.
- Delivering business.vic.gov.au, a high-volume business portal. The redesign set a high benchmark for responsive websites in government.

LETTERBOX

www.letterbox.net.au

LOCATION

Melbourne, Australia

PERIOD

Graphic Designer 2003–05
Graphic Designer 2006–08

DESCRIPTION

Letterbox is a renowned graphic design studio overseen by respected typographer and educator Stephen Banham.

Letterbox undertakes various projects for arts industry and commercial clients, as well as design education.

ROLE

Graphic designer

DUTIES

- Concept development
- Visual Design
- Design Research
- Developing websites
- Designing custom typography
- Designing and coding fonts
- Documenting studio output
- Maintaining studio website
- Developing design events

CLIENTS

- Melbourne Recital Centre
- City of Melbourne
- Tourism Victoria
- Melbourne University Press
- Patricia Piccinini
- Design Research Institute
- Commonwealth Games Festival
- RMIT

ACHIEVEMENTS

- Winning 'Best Designed Non-fiction Book' at the Australian Publishers Awards 2009.
- Winning MADC Award for Typography 2007 for 'Lose Yourself In Melbourne'.
- Being involved with the successful 'Character' series of design events.
- Designing some of Australia's most recognized fonts (available via FontShop).

OTHER

Monash University MADA
Shillington College
Wilkintie
Conquest Sports
Conquest Sports
Wood Corp
R Kaiser AG (Home technology)

Sessional Teacher, Digital Publishing
Teacher, Web Design
Co-founder
Apparel Designer
Graphic Designer
Creative Partner
Communications Assistant

Melbourne, 2015
Melbourne, 2013
Melbourne, 2009–2011
Melbourne, 2004–2005
Melbourne, 2001–2003
Melbourne, 2002–2004
Berlin, 2005