

# 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

Professional  
Yann Burden  
CEO, Billcap  
yann@billcap.com

Professional  
Emy Alegre  
Lead UX Designer,  
Redbubble  
emy.alegre@redbubble.com

Personal  
Stephen Banham  
Director, Letterbox  
stephen@letterbox.net.au

## 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](http://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](http://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](http://www.wilkintie.com)

### LANGUAGES

- English (fluent)
- German (conversive)

# Work History

## BILLCAP

[www.billcap.com](http://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](http://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](http://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](http://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](http://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