

Tobias Heeringa

Product Designer

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Junior Product Designer

Two Bulls/DEPT

Mar 2022 – Aug 2023

- Worked in a world class agency environment to deliver beautiful and user friendly digital solutions for our clients.
- Used UX/UI design, visual communication, motion and copywriting skills to design perfect digital interfaces to be developed into websites and apps.
- Conducted user research and created space for communication between different stakeholders to properly understand the problems we were trying to solve.
- Delivered products that met the needs of both clients, users and Two Bulls/Dept.

Content Direction | Lead Program Facilitator

Farmwall

Mar 2020 – Mar 2021

- Created communication and educational materials in the form of graphic, digital, photo, video and written assets.
- Delivered communication assets across Farmwall's website, mailing lists, social media channels and online urban farming education programs.
- Lead program facilitator for Farmwall's online urban farming education courses and community.
- Planned and created written and video educational materials and hosted many of the educational videos personally.
- Planned and hosted live webinars on a weekly basis.
- Participated in creating and delivering marketing campaigns.

Business Development Manager

Farmwall

Feb 2019 – Mar 2020

- Made sales of microgreens and Farmwall's proprietary urban farming technology to cafes and restaurants.
- Maintained existing relationships and sought to acquire new hospitality clients with the expectation of meeting growth targets.
- Conducted regular maintenance on aquaponic urban farming systems and managed logistics of microgreen delivery to venues.
- Assisted Farmwall's lead designer in creating graphic, digital, photo, video and written communication materials.

Fundraiser

The Wilderness Society Australia

Aug 2018 - Feb 2019

- Engaged with members of the public to convince them to become ongoing financial supporters of the Wilderness Society Australia.
- Maintained existing relationships and sought to acquire new hospitality clients with the expectation of meeting growth targets.
- Met conversion targets on a monthly basis in gaining new supporters for the organisation.
- Developed and continually refined a pitch intended to maximise conversion of individuals to supporters.

Plant & Food Research New Zealand

Urban Farming Research Internship

Jan 2018 - Apr 2018

- Investigated the commercial and biological ideotypes of plants that would do well in urban and vertical farming systems and investigated consumer trends in this space.
- Assisted in the construction of a controlled environment system for an existing PFR research project.
- Developed design methodology and best practices in regards to controlled environment and urban agriculture.

Skill Set

Product

- UX & UI
- Human centred design
- Research & workshopping
- Copywriting

Design

- Graphic & digital
- Content creation
- Animation
- Design thinking

All-round

- BD & Strategy
- Photography & videography
- Marketing & communications
- Sound design
- AR, VR & game design

Tools

UX & UI

- Figma
- Sketch
- Invision
- Miro

Adobe CC Suite

- Illustrator
- Photoshop
- Premier Pro
- After Effects

Web Design

- HTML
- CSS
- Wordpress

Qualifications

Sustainability & Social Impact Strategy

RMIT Online
2023

UX & UI Design

RMIT Online
2021

Bachelor of Creative Technologies

Auckland University of Technology
2015-17

Reference

Stas Likane

Design Director - Two Bulls/DEPT
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