

GERALDINE WARD | CREATIVE DIRECTOR
a 509 Willarong Road, Caringbah South NSW 2229 AUSTRALIA
t 02 8208 9053 m 0467 065 726 e geraldine@designward.com.au
w www.designward.com.au | www.facebook.com/DESIGNWARD

WORK HISTORY

- May 2005 – today **DESIGNWARD, Sydney – Creative Director**
Creative consultant for Artique, Lilyfield Physio, Elsafe, Papaya, Arkane, ABUD, Kifkaf, Continental Water, Skin Deep Australia, Mandarin Square, Caltex, Sacha creative, Fairfax and News Limited. This role includes: developing and maintaining client relationships, creating innovative and effective corporate identities and company brands. Designing and building websites, coordinating and art directing photo shoots. Designing and producing magazine and press advertisements, catalogues, brochures, training programs and digital mail campaigns. Illustration, finished art and pre press/print liaison.
- May 2015 – July 2016 **ORD MINNETT, Sydney – Senior Graphic Designer**
Design and maintain brand guidelines for brochures, magazines, flyers, HTML emails and advertising. Involved in the design of the new company website.
- June – August 2005 **INSIDE OUT MAGAZINE, Sydney – Freelance Graphic Designer**
Designed editorial pages.
- Nov 2000 – May 2005 **NEWS MAGAZINES, Sydney – Art Editor/Art Director**
Managed the Creative Services Department for Inside Out Magazine, Sunday Magazine, Body+Soul, Alpha Magazine.
This role included: Managing a team of designers; Designing and producing magazine and press advertisements, liftouts and catalogues; Coordinating and art directing photo shoots. Finished art and pre press/print liaison.
- Mar 2000 – Nov 2000 **HAROLD ABRAHAMS & ASSOCIATES, Sydney – Graphic Designer**
Corporate Newsletter design and Direct mail.
- Oct 1998 – July 1999 **ROGER FELTON & ASSOCIATES, London – Graphic Designer**
Corporate and Exhibition design.
- Oct 1997 – June 1998 **THE BRAND WORKS, London – Graphic Designer**
Packaging and Merchandise design. Finished artwork.
- Sept 1997 **GREYTHORNE, London – Freelance Mac Operator**
Freelancing for agencies – Lambie-Nairne, BHWG, BH&O.
- Sept 1995 – July 1997 **McCANN-ERICKSON, Brisbane – Graphic Designer**
Brochure design, press advertisements, signage and finished art and image retouching.
- Mar 1994 – Sept 1995 **SHAW GRAPHICS – Graphic Designer/Graphic Reproducer**
Logo design, digital imaging, impositions, outputting film.

SKILLS AND KNOWLEDGE

creative	Creating innovative advertorial, marketing and trade concepts, utilising paper technology and printing techniques for enhanced visual impact. Art directing photo shoots, including the commissioning of photographers, stylists and copywriters. Sourcing talent and locations. Managing designers, estimating budgets and press checks. Corporate identity, packaging, POS and exhibition design and illustration. Creating and maintaining websites.
business	Creative Director of a small business. Developing and maintaining client relationships. Quoting jobs and meeting budgets.
computer literacy	Macintosh and PC – Adobe Creative Suite CC, InDesign, Adobe Illustrator, Photoshop, Dreamweaver and Acrobat. Microsoft Word and PowerPoint. Mailchimp, Wordpress, php knowledge.
pre press	Finished art, photo retouching, a solid understanding of film separation and printing methods.

EDUCATION

SHORT COURSES

2015	Bill The Geek Online Dreamweaver and Wordpress courses
2008	Billy Blue School of Graphic Arts, Dreamweaver CS3 Basic
2005	Sydney Community College, Small Business Essentials: Financial Management
2004	Centre for Continuing Education, Life drawing with Geoff Levitus
2003	Centre for Continuing Education, Painting with acrylics
2003	Sydney Community College, Creative Writing – from the beginning
2002	University of Sydney, Assertive Communication Skills

TERTIARY

1991 – 1993	GRIFFITH UNIVERSITY, QUEENSLAND COLLEGE OF ART, Brisbane Bachelor of Visual Arts, Graphic Design
elective studies	Computer Graphics – distinction; Corporate Identity – credit; Typography – distinction; Marketing Strategies – distinction; Marketing Application & Copywriting – credit; Sign Systems – credit; Illustration Techniques – credit; Professional Practices – distinction.

SECONDARY

1986 – 1990	ST URSULA'S COLLEGE, Yeppoon, Queensland
TE score	895
senior certificate	English – HA; Maths 1 – SA; Accounting – VHA; Biology – VHA; Art – VHA; Home Economics – HA.

SPECIAL INTERESTS

My family; Figurative and portrait painting; Developing Illustration techniques; Life drawing; Running; Pilates; Home renovating; Self improvement.

REFERENCES AVAILABLE ON REQUEST.