

GERALDINE WARD | GRAPHIC DESIGNER

89A Bunarba Road, Gymea Bay, NSW 2227, AUSTRALIA
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designward.com.au | www.facebook.com/DESIGNWARD

WORK HISTORY

May 2005 – today DESIGNWARD, Sydney – Creative Director

Creative consultant for Winmark Wines, Continental Water, The Royal Hospital for Women, Broke Fordwich Wine Trail, Teachers 4 Teachers, Papaya, Kifkaf, Graphite Industries, ABUD, News Limited and Julie Carroll Beauty Therapy. 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, digital advertising and mail campaigns. Social media reel and imagery, 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.

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SKILLS AND KNOWLEDGE

- creative** Corporate identity, packaging, POS and exhibition design and illustration. 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. 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, InDesign, Adobe Illustrator, Photoshop, Premier Pro and Acrobat. Microsoft Word and PowerPoint. Mailchimp, Wordpress.
- pre press** Finished art, photo retouching, a solid understanding of film separation and printing methods.

EDUCATION

SHORT COURSES

- 2024 Italy Art Escape – 5 day art retreat portrait course with Danny Ferland
- 2022, 2021 Art Est, Leichhardt, Marie Mansfield Portrait painting in oils
- 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; Travel; Figurative and portrait painting; Developing Illustration techniques;
Life drawing; Keeping fit and healthy; Home renovating; Self improvement.