



F O L I O J U N E 2 0 1 6

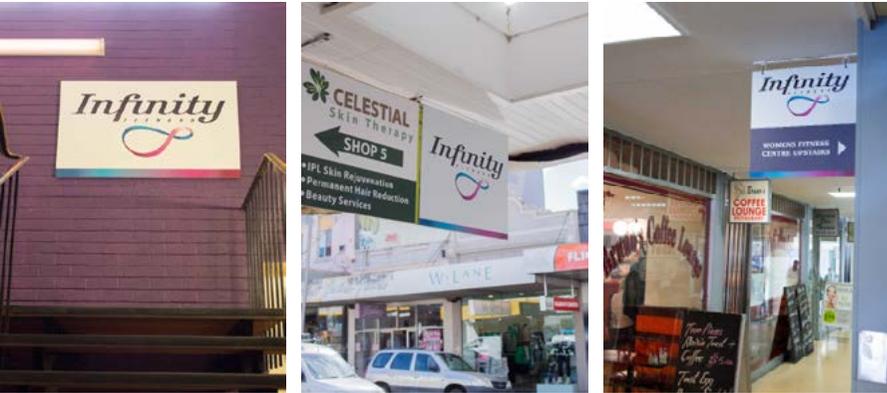
**WARWICK GRESSWELL**

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CLIENT\_Infinity Fitness

PRODUCT\_Womens' specific gym

SERVICES PROVIDED\_Branding, advertising, marketing strategy

“ THIS LOCAL CLIENT NEEDED REBRANDING IN A HURRY AS HER FRANCHISE WAS dissolved at short notice. A friendly womens' only gym, the client wished for a more feminine look but not 'floral', and a dynamic feel but not overly aggressive. Combining what could easily be seen as two opposing elements into a design seems to be becoming more frequent these days as small companies and start-ups develop a multi-faceted brand strategy. ”

**Infinity**  
FITNESS

# 30 DAYS FOR \$30

Come in and try Infinity Fitness  
Your local women's only gym  
30 days for only \$30!

- GROUP EXERCISE CLASSES
- PERSONAL TRAINING
- NUTRITIONAL PROGRAMS
- CARDIO/STRENGTH CIRCUIT

www.infinityfitness.com.au 9370 3320

**Infinity**  
FITNESS

# 6 WEEK CHALLENGE

Can you reach your health and fitness goals in only 6 weeks?  
With the guidance and support of the experts at Infinity fitness you can!

Starting February 23, our 6 Week Challenge will provide you with the structure and support you need to reach your goals.

Places are limited and there are \$1000+ worth of prizes, so hurry and join today!

1000+ PRIZES! STARTS FEB 23

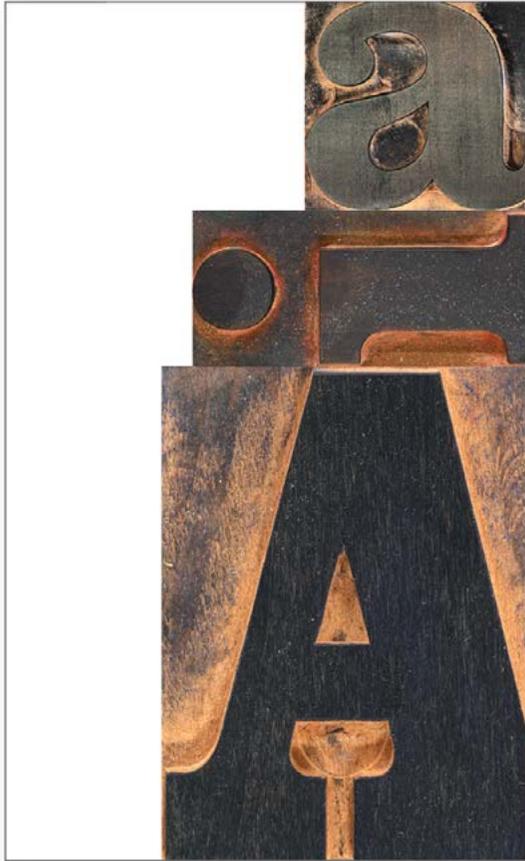
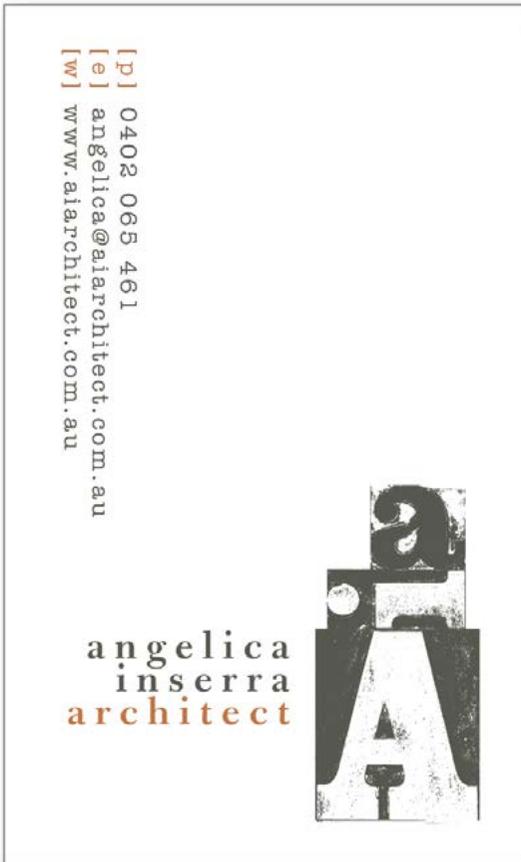
9370 3320  
Level 1, 39 Puckle Street, Moonee Ponds  
mooneeponds@infinityfitness.com.au



CLIENT\_RICHIE'S California Style Fresh Salsa  
 PRODUCT\_Salsas and Burritos  
 SERVICES\_PROVIDED\_Branding and packaging

“ FOUR YEARS AGO RICHIE'S APPROACHED ME TO CREATE THEIR BRANDING  
 And their first round of product labels. It was essential to create a look that  
 had a carefree but slightly retro Americana look, rather than anything too  
 Mexican. Fast-forward to this year and they have gone from strength to  
 strength and expanding with a new range of Burritos which I am also doing  
 the packaging for. ”





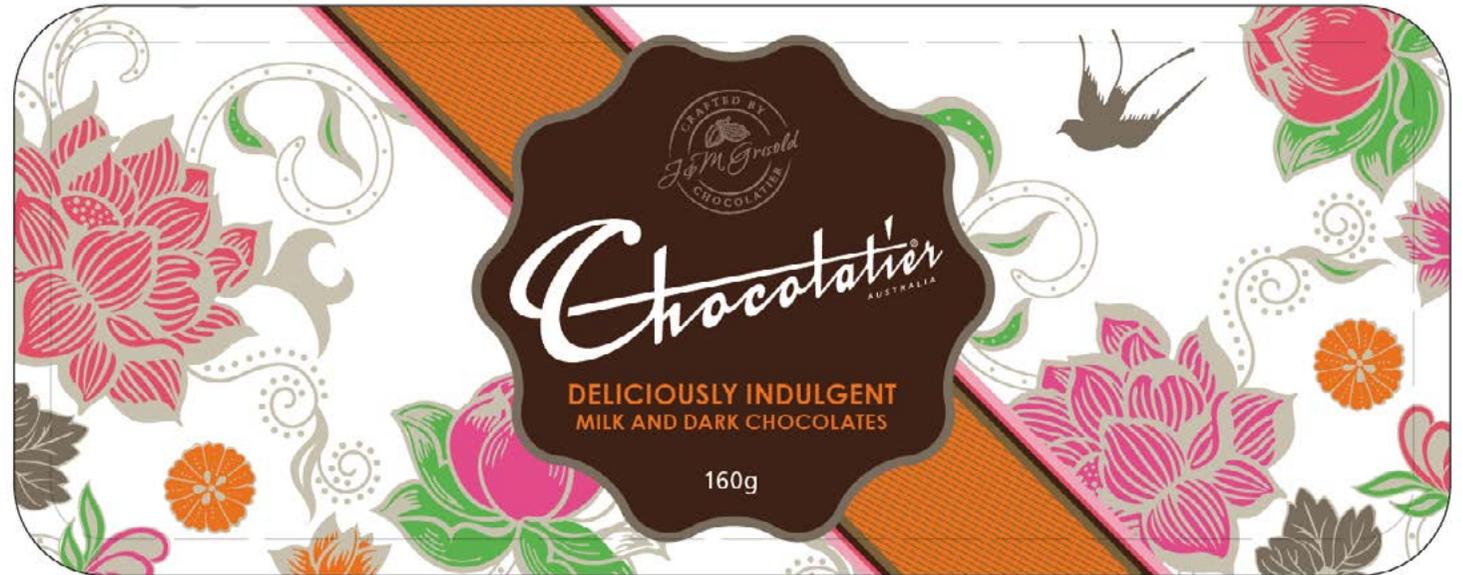
CLIENT\_Angelica Inserra Architect  
PRODUCT\_Business Cards  
SERVICES PROVIDED\_Branding

“ *AFTER SCALING BUSINESS BACK TO ASSUME THE ROLE OF PRIMARY CARER FOR HER CHILDREN, IT WAS TIME TO RELAUNCH BACK INTO THE INDUSTRY FOR ANGELICA INSERRA.*

*As with many sole traders, business grows organically and often branding and brand strategy can take a back seat for time-poor business people with limited resources. However, in a competitive market and after scaling a business back, you need every weapon at your disposal when scaling it back up.*

*Angelica was after a feel that expressed her design ethos which is heavily vested in the use of repurposed materials, environmentally sensitive design, and honesty in materials. To that end I chose letterpress letters and constructed her brand devise around those.*

”



CLIENT\_Chocolatier Australia via TILT Design

PRODUCT\_Packaging

SERVICES PROVIDED\_Graphic Design

“ I’M GENERALLY PRO-CLIENT WHEN IT COMES TO DESIGN, AND NOT SO MUCH PRO-DESIGNER.

*What this means is that while conscious of the wants and needs of all stakeholders, the ego and self-promotion of the designer or design firm for me takes a back seat to the needs of the client in response to the needs of the user/consumer.*

*As a result, I’m often called in to allow clients (and designers) to step outside existing paradigms and objectively look at what the essence of a brand is, how it’s positioned in the market, and look for new opportunities. Working with TILT Design, we created a chocolate ‘tin’ that was feminine, exotic and inviting.*

”

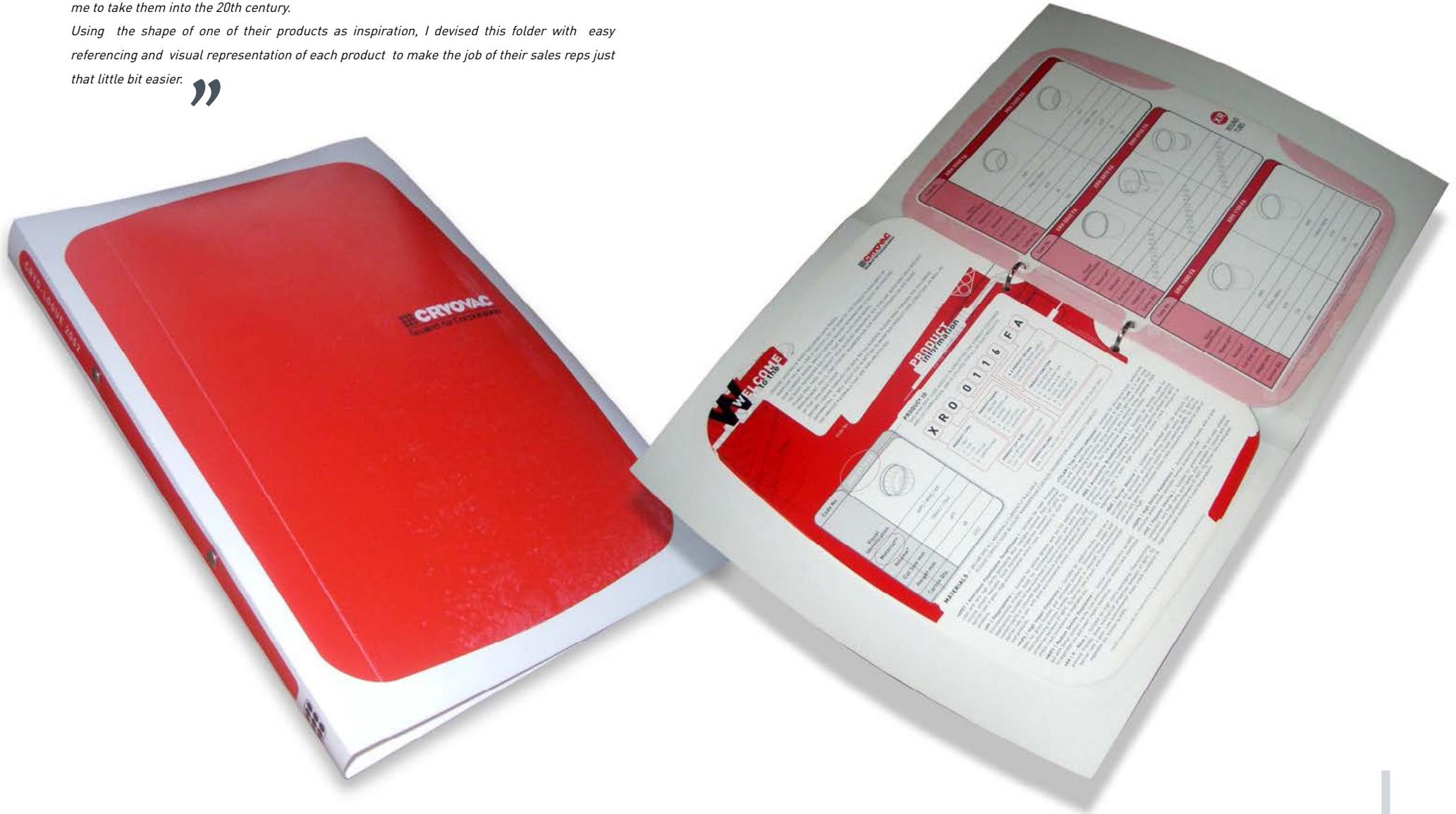
CLIENT\_Cryovac Pty. Ltd.

PRODUCT\_'Cryologue' Product Catalogue

SERVICES PROVIDED\_Concept Development / Art Direction / Finished Art

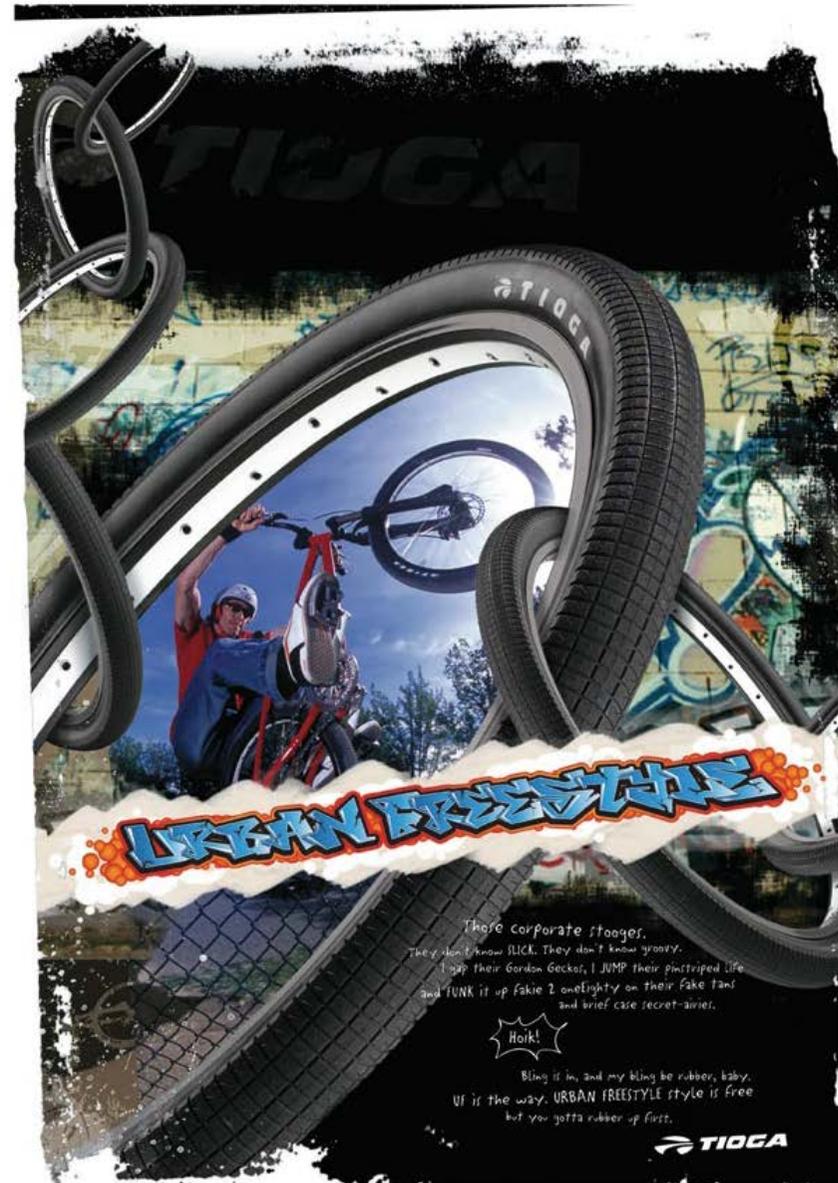
<http://www.cryovac.com/AP/EN/news/brochures.aspx>

“ IT'S NOT OFTEN THESE DAYS YOU FIND A MULTI-MILLION DOLLAR PACKAGING COMPANY using a dot matrix printer and perforated accordian sheet paper to produce their most important sales tool, but that was the position I found Cryovac Melbourne before they asked me to take them into the 20th century. Using the shape of one of their products as inspiration, I devised this folder with easy referencing and visual representation of each product to make the job of their sales reps just that little bit easier. ”



CLIENT\_Marui Ltd., Kobe, Japan  
PRODUCT\_Urban Freestyle Bike Tyres  
SERVICES PROVIDED\_Concept Development / Art Direction / Finished Art  
<http://www.tiogausa.com/freestyle/fs100.php>

“SOMETIMES, YOU HAVE AN INSPIRED IDEA AND THE CLIENT JUST JUMPS AT IT and this was just one of those lucky times. One of the things I love about the Sports market, is that there are a lot less rules and you can mess things up and keep it fun. I drew on the look of the chain-link fence and the urban penchant for 'bling' and created a graffiti-style advertisement for a new type of freestyle / street tyre. ”



These corporate stooges,  
They don't know SLICK. They don't know groovy.  
I rap their Gordon Gecko, I JUMP their pinstriped life  
and TUNK it up fake 2 oneEighty on their fake tan  
and brief case secret airties.

Hoik!

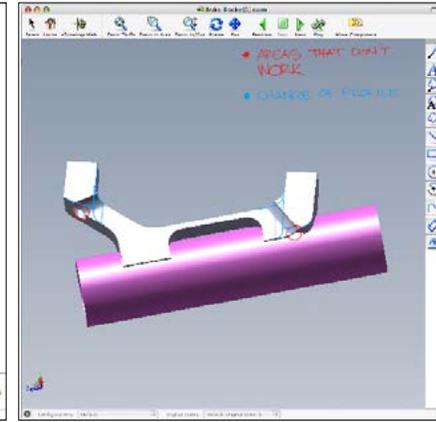
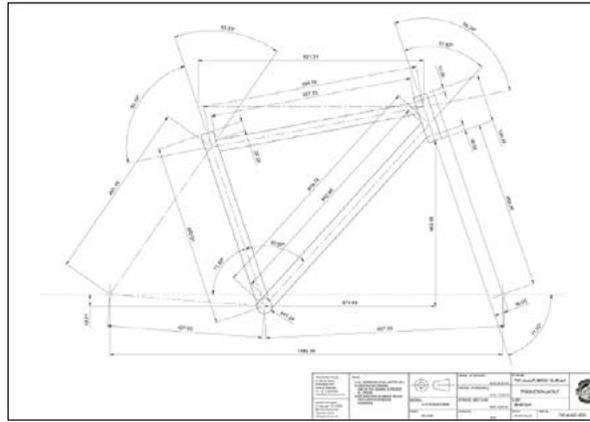
Bling it in, and my bling be rubber, baby.  
UF is the way. URBAN FREESTYLE rtylo is free  
but you gotta rubber up first.

TIoga

CLIENT\_Peter Stevens Motorcycles  
PRODUCT\_Harley-Davidson Exhibition Display  
SERVICES PROVIDED\_Concept Development / Art Direction

“ *CAR SHOWS CAN OFTEN BE VERY CLINICAL, BUT THAT DOESN'T SUIT EVERYONE*  
*Harley-Davidson is one of the few companies involved in transportation that isn't*  
*solely focused on pushing the technology wheelbarrow, which opened up a unique*  
*opportunity to capitalise on it's rebellious spirit, and it's own rustic and solid style of*  
*Americana.* ”





PROJECT\_Thylacine Cycles  
 PRODUCTS\_Handbuilt Custom Bicycles  
<http://flickr.com/thylacinecycles>

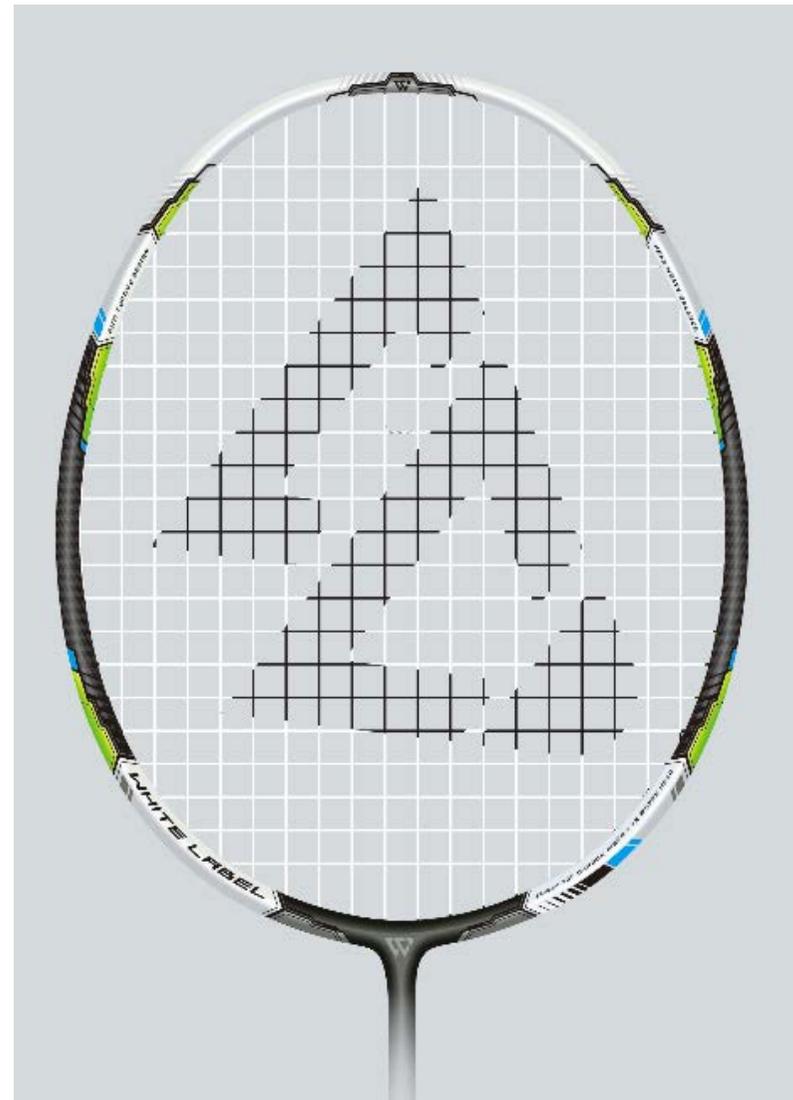
“ FOR TEN YEARS THYLACINE CYCLES WAS MY UNABASHED CREATIVE OUTLET where I got to largely please myself but also learned a lot about the user experience and the creation of one-off, hand built and custom designed bicycles. ”



CURRENT PROJECT\_White Label Badminton  
PRODUCT\_Badminton rackets and accessories  
SKILLS\_Carbon Fiber manufacturing / OEM / R&D  
<http://www.facebook.com/whitelabelbadminton>

“ ONE OF MY CURRENT PASSIONS IS BADMINTON, SO NATURALLY I JUST HAD TO EXTEND MY PASSION TO DESIGNING SOME BADMINTON RACKETS.

*This project was used as a tool during my masters program to test ideas, develop branding and brand strategy, but also to enact concepts of cross cultural brand identity and identify cultural artifact sand semantics in a market that is in many countries around the world occupied by users existing between two cultures.* ”



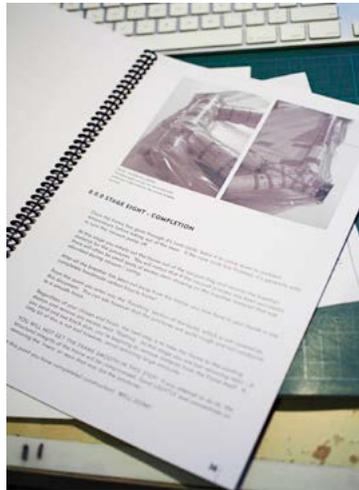
CURRENT PROJECT\_Wolgich Composites

PRODUCT\_Handmade custom carbon fiber bicycles

SKILLS\_Carbon Fiber manufacturing / OEM / R&D

<http://www.facebook.com/wolgichcomposites>

“ ONE OF MY LIFE-LONG PASSIONS IS CYCLING. AS AN EXTENSION TO MY WORK IN STEEL AND TITANIUM UNDER THE GUISE OF THYLACINE CYCLES I made the decision to delve into the world of carbon fiber, firstly by attending the Bohemian Framebuilding School in Tucson, Arizona, (Where I co-developed the course and the course literature) and then continuing my learning by developing bikes and processes here in Australia. It's still early days and the road is long, but so far the whole process has been highly enjoyable. ”



wolgich



**IF YOU ONLY REMEMBER A HANDFUL OF THINGS FROM THIS FOLIO (AND WHY WOULDN'T YOU, YOU'RE A BUSY PERSON) REMEMBER THESE KEY POINTS -**

*I POSSESS A **BROAD RANGING SKILLSET** IN GRAPHIC DESIGN, PRODUCT (INDUSTRIAL) DESIGN, AND DESIGN ANTHROPOLOGY (UX)*

*CORE EXPERIENCE IN BRANDING AND MARKETING **SMALL BUSINESS, START-UPS AND SME'S***

***EMPHASIS ON SPORTS AND LEISURE** INDUSTRIES WITH KEY EXPERIENCE IN **HIGH TECH MATERIALS AND PROCESSES***

*FOCUSED ON **APPROPRIATE AND CONSIDERED** CLIENT-SPECIFIC OUTCOMES*

*ABILITY TO FOCUS ON THE **BIG PICTURE** BUT ALSO **SWEAT THE DETAILS***

*CUSTOMER ORIENTATED WITH POST-GRADUATE EXPERIENCE IN CROSS-CULTURAL DESIGN, BRANDING, **USER EXPERIENCE AND DESIGN RESEARCH***