



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

WARWICK GRESSWELL

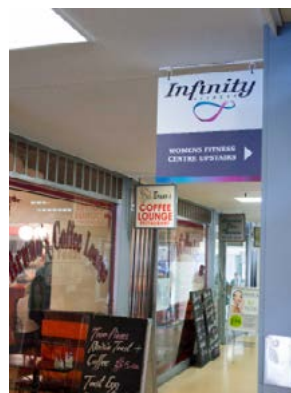
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CLIENT_Infinity Fitness

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 been 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. ”

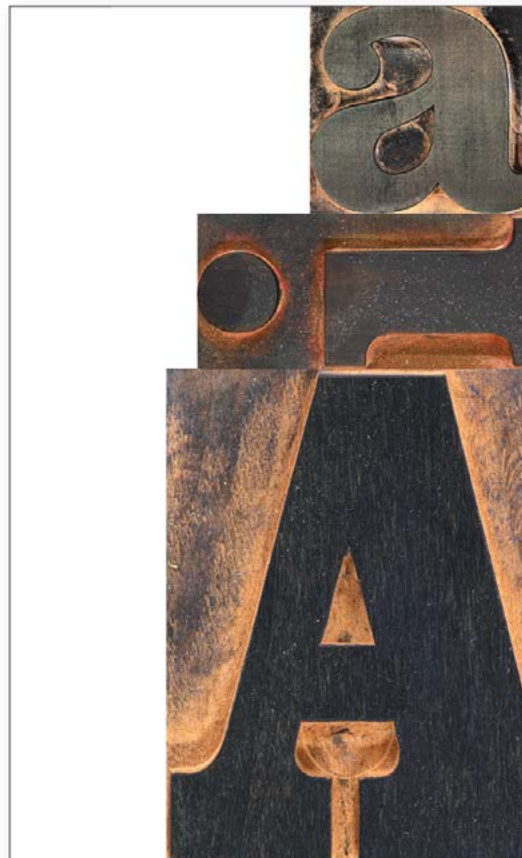
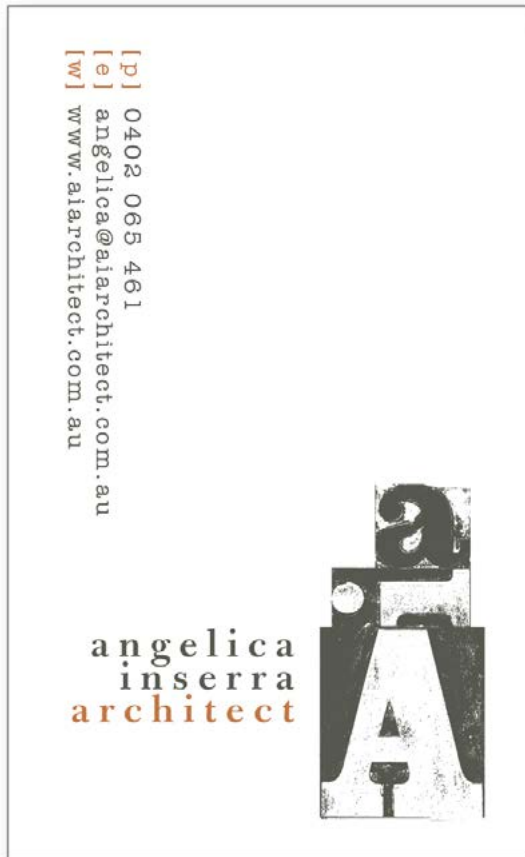




CLIENT_RICHIE'S California Style Fresh Salsa
 PRODUCT_Salsas and Burritos
 SERVICES PROVIDED_Branding and packaging

“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.

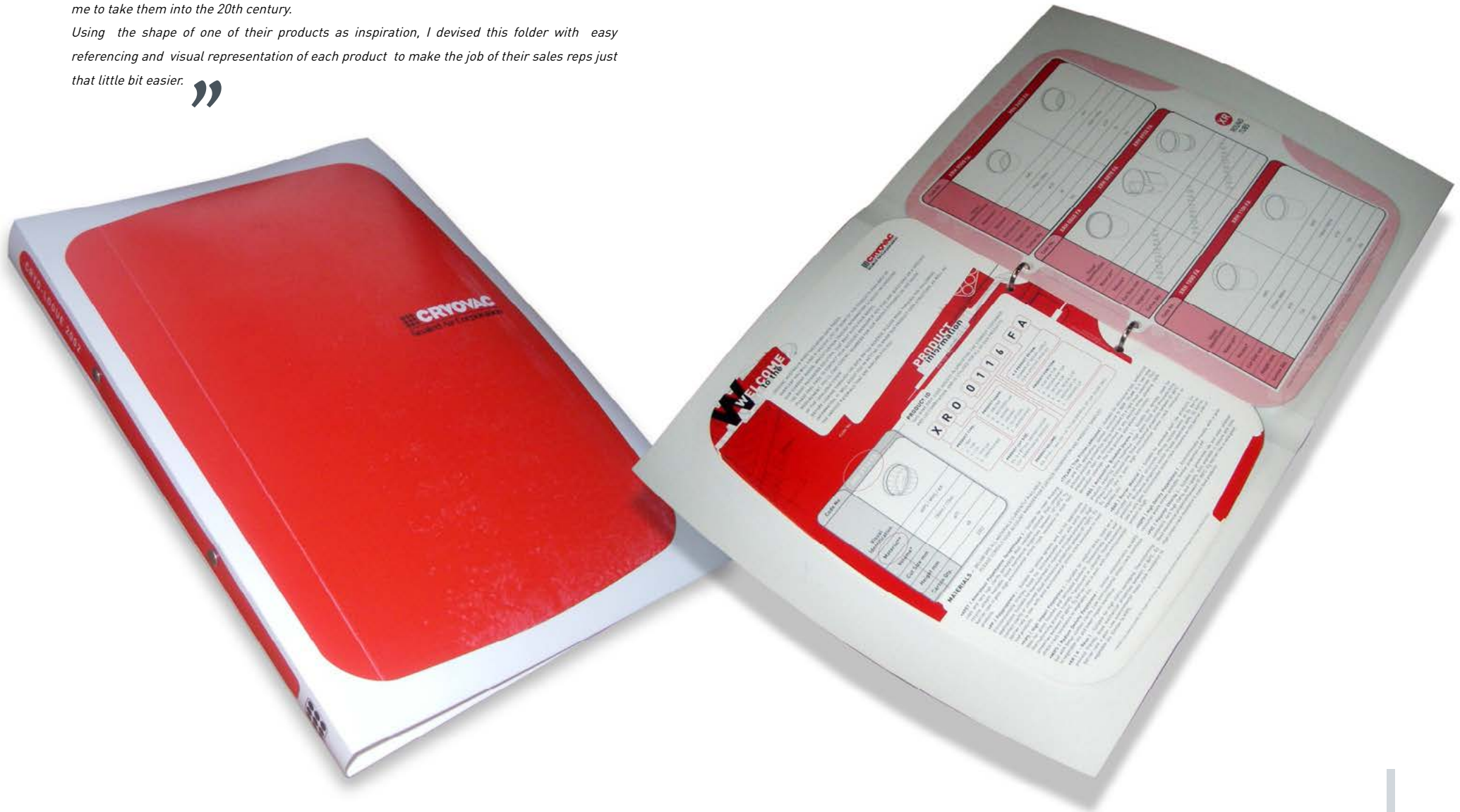
PRODUCT_'Cryologue' Product Catalogue

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 accordeon 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>

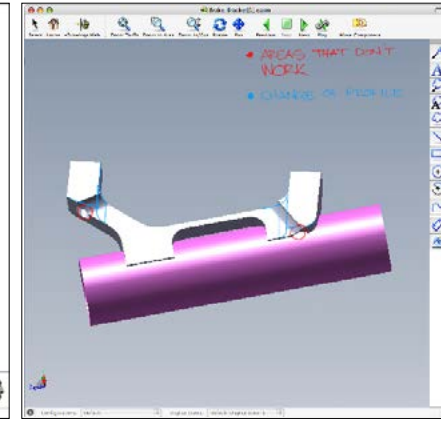
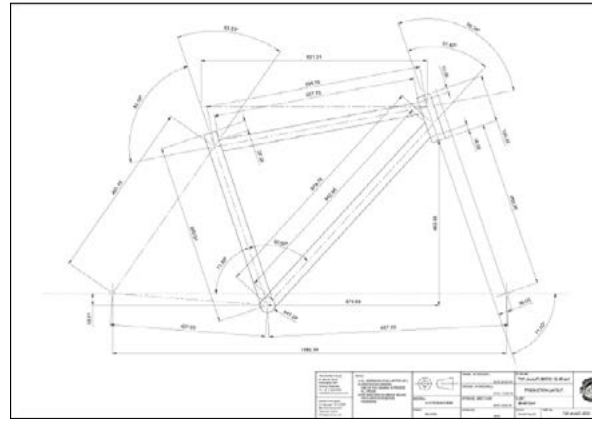
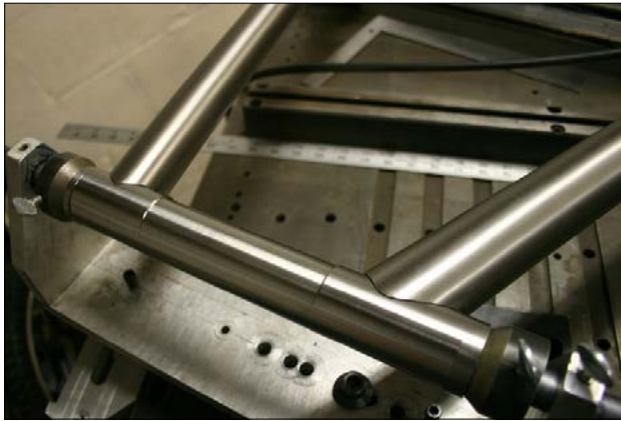
“SOMETIMES, YOU HAVE AN INSPIRED IDEA AND THE CLIENT JUST JUMPS AT IT and this was just one of those lucky times. One of the things I love about the Sports market, is that there are a lot less rules and you can mess things up and keep it fun. I drew on the look of the chain-link fence and the urban penchant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



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.”

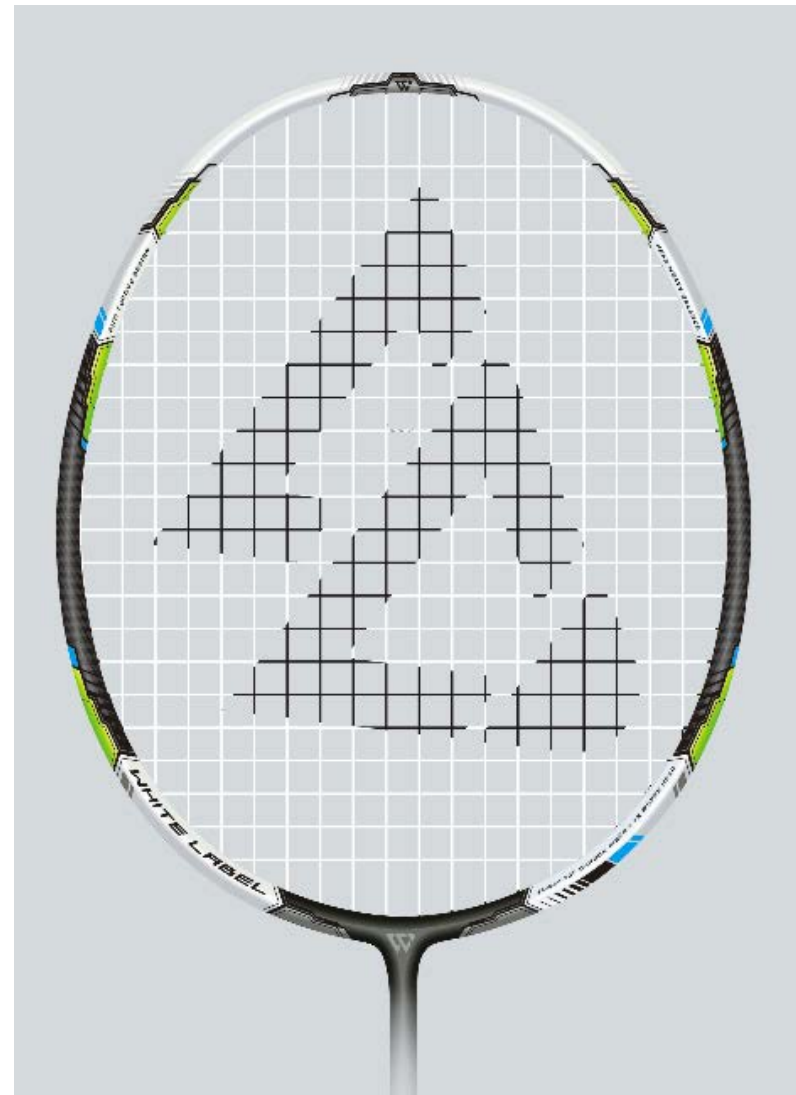


CURRENT PROJECT_White Label Badminton
PRODUCT_Badminton rackets and accessories
SKILLS_Carbon Fiber manufacturing / OEM / R&D
<http://www.facebook.com/whitelabelbadminton>

“ 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**