



PERSONAL DETAILS

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CORE COMPETENCIES

Multi-Disciplinary

_Broad range of skills in graphic and industrial design, product engineering, UX / design anthropology, lean entrepreneurship, exhibition design, packaging and brand management.

International Experience

_20 years of providing professional services and doing business in the US, Japan, China and Taiwan.

User-Focused

_Places emphasis on the user as co-creator of purchase/experience as driver for the success of a product or service. Cross-cultural and niche-trend aware.

Big Picture, Little Picture

_Ability to engage in both strategic design but also be detail driven, incorporating the needs of all stakeholders.

Cross-Disciplinary

_Immersive interest in all forms of art and design, from shoe-making to photography and architecture. Inspiration and influence can come from the most unlikely places and this is used as an advantage.

Professional Skills and Attributes

- _Diverse range of interdisciplinary graphic, product, UX/DA and exhibition design skills.
- _Extensive understanding of the sports and leisure industry.
- _Advanced creative thinking, problem solving and conceptualisation skills.
- _Art direction and concept development experience.
- _High level communication, negotiation and collaboration skills.
- _Understanding of social media impact and influence.
- _International experience as contractor, buyer and supplier.
- _Broad-minded, professional and pro-active outlook.
- _Sound project management skills.
- _Ability to focus on strategy as well as detail

“ *Design for me has never been about putting yourself in a box. To be a good designer, you must be part creative, part marketer and part psychologist.* ”

Professional Tools

- _Adobe Creative Suite CC/6 - Illustrator, Photoshop, InDesign, Muse
- _Red Door CADTools - Illustrator CAD plug-in
- _Onshape
- _Macintosh platform
- _Social Media (Wordpress, Facebook, Flickr, etc.)
- _Photographic Skills (Olympus DSLR/M43, Photoshop, Lightroom)
- _CAD/CAM manufacturing knowledge
- _High proficiency in materials technology (Sportswear, sporting equipment, cycling, carbon fiber composites, ferrous and non-ferrous metals.)

EDUCATION

- | | |
|-------------|---|
| 2013 - 2014 | Graduate Diploma (Design Anthropology)
Top Graduate of 2014
Swinburne University
Prahran Campus, Prahran, Victoria |
| 1990 - 1993 | Bachelor of Technology (Industrial Design)
Monash University
Caulfield Campus, Caulfield, Victoria |
| 1989 | VCE/HSC Certificate
Melbourne High School
South Yarra, Victoria |

PUBLICATIONS

Gresswell, W. (2015) Frame-Making School: DIY Your Carbon Frame. *RIDE Cycling Review*. Vol. 68, pp.136-138. Sydney, Australia. Ride Media P/L

PROFESSIONAL EXPERIENCE

1994 - Now

Warwick Gresswell Design

Freelance design consultant specializing in the Sports and Leisure industry for both local and international clients, with a focus on small business, start-ups, and SME's.

Contracts have included brand management, packaging, exhibition design, marketing collateral, art direction, product design, and sports and outdoor clothing print and pattern-making (see 'Key Projects' for more details).

2006 - Now

TILT Design

Co-design work for TILT Design including preparing pitches, graphic design and branding for various packaging, branding and print projects.

Work has included creation of a 'new look' for Club Marine Magazine, packaging for Borne Cult P/L, iAutomation branding, and Chocolatier chocolates.

2006

Monash University Researcher

Research assistant for exploring bicycle helmet design, as well as design consulting for Kestrel Mining.

2000 - 2002

Pool Creative P/L design collective

A collective studio of design consultants (Pangaea Cycles, Lotus Seed Design, Rapideye Media, Nagger Bros Productions and Warwick Gresswell Design).

Continued to run Warwick Gresswell Design and also worked on collaborative design projects, gaining experience in other disciplines such as digital video, multimedia, CAD/CAM and product engineering.

1998 – 2002 Aalto Exhibitions P/L, Port Melbourne

Employed as a design consultant for POS / exhibition display and design firm. Designed exhibition displays for brands such as V-Line, Harley-Davidson, Warwick fabrics, Chep Palleting and Harvey Norman.

Warwick Gresswell Design – Key Projects

2015 - Now Bohemian Bicycle Framebuilding School

Design consultant for leading US-based bicycle framebuilding school. Ongoing projects including branding and marketing collateral, course development and design and development of raw materials and processes.

2014 - Now Infinity Fitness

Responsible for branding and brand strategy, marketing campaigns and associated collateral.

2011 - Now Richie's Fresh Salsa

Design consultant for maker of fresh Salsas and Burritos. Responsibilities include branding and brand strategy, marketing collateral and packaging design.

1996 - 2012 Marui Ltd., Kobe, Japan.

Chief design consultant for internationally recognised bicycle and sports brand 'Tioga'. Wide ranging projects undertaken on all levels from concept design / IP generation, through to prototyping and pre-production. Key products include internationally distributed range of tires, stems, helmets, seat posts, lighting systems etc. Disciplines utilised include industrial and graphic design, packaging, branding and promotions, prototyping and R&D.

Worked on-site in Kobe, Japan on three occasions.

2003 - 2012 Thylacine Cycles

Management and design of hand-built custom bicycles under my own brand. Key points:

- _Design of custom bicycle for para-Olympian Michael Milton.
- _Management of social media, online presence, customer relations
- _Management of amateur racing team with podium finishes
- _Pioneer of light-weight steel racing bicycles
- _First custom handbuilt Titanium mountain bikes by an Australian company

1996 - 2004 The Bicycle Corporation ('Bikecorp')

Undertook numerous projects for Bikecorp ranging from the design of bicycle hand grips, helmets, bicycle frame specifications, paint and graphics, as well as consulting on product management and trend-spotting.

2010 Incoll Management

Design of promotional material for Department of Human Services (DHS)

housing projects.

2003 - 2004 Australian Shakespeare Company

Design and production of entire media output for the 2003/4 Summer season, including all print media and advertising.

2002 Cryovac Australasia P/L

Design of comprehensive sales catalog featuring 300 products. First catalogue of it's kind for Cryovac and invaluable sales tool.

Various Corporate ID / Branding / Brand Strategy

For numerous local bicycle retailers such as Western Cycles, The Freedom Machine, Cecil Walker Cycles, Pushi, Bicycle Hospital, etc. Outdoor companies Central Highland Safaris and Marion Hercock's Explorer Tours.

Other Clients / Projects

AESmith	Company sportswear
Angelica Inerra Architect	Branding
Ascot Vale Primary School	Newsletter
Aussie Racer	Branding
Chocolatier	Packaging
Dig+Fish	Kia Federation Cup Lounge
	Co-Design
The Melbourne Birder	Branding and marketing
Moving Floor Containers	Branding
Piroska	Branding
Simon Berens Racing	Branding
	Stock car exterior design
Yooralla UCAN Café	Marketing Colateral

SUPPORTING SKILLS AND INTERESTS

- _Lifelong love of cycling (road, off-road, and as lifestyle)
- _Designer and builder of custom carbon fiber bicycle frames
- _B-grade club-level badminton player
- _Designer of handmade carbon fibre badminton rackets
- _Amateur Photographer
- _Design Anthropology / UX proponent
- _Beginner Shoe-Maker / Leather-worker
- _Active interest in Residential Architecture

REFERENCES

References / referees are available on request.

“ I am focussed on bright and dynamic design outcomes that are user-focussed, which in turn motivates and enthuses all stakeholders ensuring successful projects. ”