

Ian Paton Design

1993 – 2009

Ian has been freelancing since 1993. In that time he has worked in-house for a wide range of advertising agencies, production companies, newspapers, and printers and extensively in his own studio. These days his work ranges widely from design, print, digital retouching and illustration to website graphics.

Ian works on a Mac but doesn't mind using a PC and his favourite programs are Creative Suite Indesign, Illustrator, Photoshop, Dreamweaver, Flash and he is just beginning to play with Lightwave 3D.

Ian has a wide range of clients from real estate firms, to infrastructure, farming, building and clothing companies.

Freelance Graphic Designer, IMC Integrated Marketing Communications

1996 – 2009

IMC is a marketing communications company who specialises in industry segments including environment, resource development, agriculture and human wellness.

Clients included Wool Corporation, Castrol, BP, Macnaught, Mannatech, New Holland, Sumitomo Chemical.

Responsibilities

Ian at times was their sole graphic designer so had been responsible for taking briefs from the client, developing concepts and taking the ideas right through to finished artwork. This included liaising with the printer, post production team and web administrators.

Achievements

I have been with IMC for 13 years, In that time the company grew billings increased well over 400%

2001 – 2004

Freelance Graphic Designer Solutions Marketing & Research

Art Director / Designer / Finished artist. Designing material ranging from packaging, direct mail, magazine advertising, brochures, point of sale items, posters, banners, billboards for clients such as: BASF, John Deere, NSW Farmers, Nufarm, Wesfarm Landmark, Uncle Ben Australia.

2000 | freelance Graphic Designer | Aquent

Designer / Illustrator / Finished artist. Temping in different agencies such as Kwik copy, John Bevins, Impact, Brilliant Images, Oddfellows, Lavender Direct, Tactical Directions, Performance Partners projects ranged from a day to a month.

1993 – 1996

Graphic Designer Creative Innovations

Art Director / Designer / Illustrator / Finished artist. Retail based agency produced all types of catalogues, fashion, gifts, launches, newspaper advertising and regular newsletters and magazines. Clients included Marketplace, Stockland, Westfield and Natroad.

1994 – 1996

Graphic Designer Above the line advertising

Mac Operator / Designer Work including the "One Australia" America's Cup campaign, Laing and Simmons and Coke.

1992 – 1993

Designer Wyswig Design

Mac Operator /Designer Brochure design, acquired valuable knowledge of bureau operations and use of a Mac.

1985 – 1992 | finished artist | Communications Art

Traditional finished art and design working on high quality traditional finished art, design, illustration, hand lettering & pitches organised for various agencies including IHJ clients included Weight Watchers, ACP, Air Pacific, Thai Airways.

1985 – 1985

illustrator Drawing Book Studios

Illustrator, Storyboards artist working as an assistant to storyboard artist, concept artists illustrators and finished artists.

1984 – 1984 | finished artist Keyset Phototypesetting

Traditional finished art involving producing adverts for Sydney's major newspapers.

Education

1982 – 1983 | Graphic Design Certificate |

Randwick Technical College

Drawing, design, Illustration, typography, animation

1981 – 1981 | Art Certificate | Seaforth Technical College

Painting, drawing, photography, design, sculpture

1976 – 1980 | Pittwater House Grammar School

Completed school certificate

Branding



Flashpoint Surfing

Logo for placing on a surfboard
print specs were 3 colour silk screen print



jobLak

Brand positing for sailing syndicate



David Strange

Victor Trumper Day Sydney Cricket Ground



IMC

Brand positing for horticulture company



McIntyre Marine Services

Round the world yacht race



IMC

Albury city council waste recycling



IMC

Government national farmers forum



Castrol

Internal porrosion protection branding



SME Human Resources

Brand development for human resource company

Ian Paton Design



Sumitomo Chemical

A series of adverts based around the sumo wrestler

Macnaught

Adverts to market their grease guns

Haven

Real estate advert

Claas Tractors

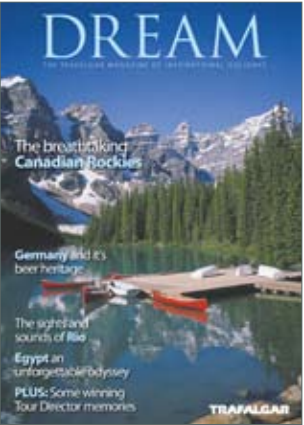
A series of adverts were produced to market their range of tractors

Water for Food

A series of banners to show the need for water as the base for all crop and finally food products



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Trafalgar Tours

The Dream Magazine featuring there latest tours. This was mailed out to there subscription list.

Raisen D'etre

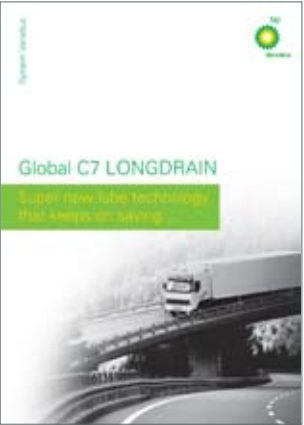
DL invite for Haven. An invitation targeted to boutique property hunters

BP Australia

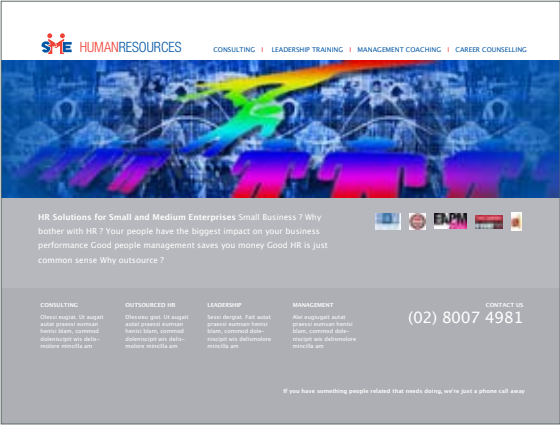
Brochure marketing a new range of oils targeted at transport companies

Uriginal Society of Australia

Conference brochure and agenda.



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Grape Eassentials

Website design and production

SME Human Resources

Website design

Haven

Real estate advert

Everest Contracting

Website design and production

Parsons Brinkerhoff

Tender document for Sydney metro railway line build

