

# resumé

**20|20**  
Graphics

15 Delhi Avenue

Hillcrest SA 5086

Phone 0418 848 613

**Portfolio**

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# David Greenwell curriculum vitae

## Birth date

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May 14, 1959

## Contact details

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### Address

15 Delhi Avenue  
Hillcrest SA 5086

### Phone

0418 848 613

### Email

david@2020graphics.com.au

## Education

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### Secondary

Matriculated in 1977 at Para Vista High School

### Tertiary

Certificate in Advertising/Graphic Design, 1979, SA School of Art  
(I left about 3-4 weeks before completing as I was offered a full-time position in an advertising agency)

### Other qualifications

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Photoshop 1 and 2 - Croydon TAFE  
Certified Apple Configuration Engineer (lapsed)  
Certified Apple Service Engineer (lapsed)

As well as the above I have maintained an annual membership of the Lynda.com training website for a number of years. I have studied many software programs including InDesign, Illustrator, Photoshop, Dreamweaver (and CSS), Fireworks, Flash, FileMaker Pro, Word, Excel, Access, Publisher, iMovie and more to learn new skills and keep existing ones current.

### Memberships and affiliations

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Adelaide Advertising and Design Club (AADC)

### Interests

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Music, food (both cooking and eating), wine and single malt  
Scotch, photography, good movies and my family.

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## Career objective

To secure work in a collaborative, team environment, that benefits all stakeholders by capitalising on my greatest assets:

- A considerable knowledge of graphic design, print and electronic media production processes
- Organisational skills and techniques developed over years that have enabled me to ensure an efficient, trouble-free workflow - whether working by myself or with others in an organisation

Given my broad areas of expertise I would be a valuable asset in any one or a combination of the following roles:

- graphic designer
- finished artist
- production manager
- web/mobile designer
- workflow and IT systems manager

## Core competencies

### Extensive experience in design and artwork for print production

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I have over thirty years' experience in designing and preparing artwork for print production, including liaising with pre-press personnel and printers to ensure seamless production of printed material.

### Design for online presentation materials

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I have over fifteen years' experience in designing for online presentations including websites, database interfaces and business presentations.

### Photographic skills

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I have a range of Canon EOS DSLRs and lenses and I'm able to achieve professional quality results (I've worked with some of Adelaide's best photographers and picked up a few tips and tricks).

### Communication skills

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I have regularly liaised with clients, suppliers and work colleagues in a variety of situations and via a variety of methods to create a common understanding and achieve mutually-satisfactory outcomes for all involved.

### Learning ability

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I have amassed a significant body of knowledge in my many years in the industry but I recognise that there is a constant need for learning to maintain currency of existing skills and to learn new methods and techniques.

### Collaboration

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Just as I am able to recognise my own strengths and skills, I am able to recognise people's skills that are superior to my own and allocate tasks accordingly. I subscribe to the philosophy that "the whole is greater than the sum of the parts" and the best way to benefit from a team environment is to utilise individual members' strengths accordingly.

### Mutual respect

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I subscribe to the doctrine "do unto other as you would have them do unto you". I would never treat a person in a way that I wouldn't expect to be treated myself.

### The enjoyment of it all

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I believe that if you don't enjoy what you're doing you can't do it effectively and you adversely affect the performance of those around you. I seek to enjoy my work to the greatest possible extent whilst maintaining the highest degree of professionalism.

# David Greenwell curriculum vitae

## Mastery



I use InDesign, Illustrator and Photoshop CC on a daily basis for print, mobile and website design. I consider myself to be highly skilled in all three due to extensive training (TAFE and online with Lynda.com) plus many years of day-to-day experience.

## Good knowledge



I have worked alongside (and learned from) many professionals over the years and offer professional-quality photographic services to clients when they need it. I am also a keen hobby photographer.



Whilst not using them every day, I have good knowledge of Microsoft Office programs and I'm able to work effectively and efficiently within them.



I have developed many database applications for myself and as commissioned projects using FileMaker Pro, and use it daily for time tracking and job costing.



I used to build websites by prototyping them in Fireworks and building code in Dreamweaver. Website development is a highly specialised field though and I have designed the interface and graphics for several websites, leaving construction to web developers.

I also use to design websites with Muse but Adobe, in their infinite wisdom, stopped developing Muse.

I now design and build websites in Webflow which, as it turns out, is a superior platform anyway and I often spend as much time in Webflow as, say, InDesign.

I have also used Squarespace and Wordpress but do not have as extensive experience with them.

## Some knowledge



Like many designers I have been frustrated with Adobe's monopoly situation and have flirted with the Affinity suite of programs. I own all three and have working knowledge of them but haven't invested the time to become fully proficient. I could if I needed to.



Though I normally use Microsoft Office I have used Apple's iWork suite on occasion for Mac-based clients.

## Legacy



I used QuarkXPress and Freehand on a daily basis for many years and was quite expert in their use.

## David Greenwell curriculum vitae

February 2011 to present	<b>Director - 2020 Graphics</b>
November 2009 to February 2011	<b>Production Manager - Einstein Da Vinci &amp; Co</b>
May 2001 to November 2009	<b>Director - 2020 Graphics</b>
November 1999 to May 2001	<b>Varied roles - AppleCentre Adelaide</b>
October 1995 to November 1999	<b>Creative Director - Einstein Da Vinci &amp; Co</b>
July 1994 to October 1995	<b>Art Director - Robertson Leo Burnett</b>
October 1991 to July 1994	<b>Freelancing - various agencies and direct clients</b>
October 1988 to September 1991	<b>Senior Art Director - Them Advertising</b>
March 1988 to October 1988	<b>Senior Art Director - Mattingly Woollard Cawrse</b>
January 1986 to March 1988	<b>Senior Art Director - Darcy, MacManus, Masius, Benton &amp; Bowles (DMB&amp;B)</b>
August 1985 to January 1986	<b>Freelancing - Clemenger Adelaide &amp; Leo Burnett</b>
June 1984 to August 1985	<b>Art Director - Jeffries Advertising</b>
January 1980 to June 1984	<b>Partner - Anderson Draper &amp; Associates</b>



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## David Greenwell curriculum vitae

### Linda MacAuley

Managing Director, Einstein da Vinci & Co  
Phone 0411 114 663  
Email linda@einstein.com.au

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### Anthony Kittel

Managing Director, Redarc Electronics  
Phone 0417 856 263  
Email askittel@redarc.com.au

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### Grant Steinberg

Case Manager, Commercialisation Australia  
Phone 0414 881 898  
Email gsteinberg@commercialisationaustralia.gov.au

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