



John Petropoulos

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Qualifications

Education

- Bachelor of Science (Psychology & Physiology): Monash University | 1988-1992
- Bachelor of Design: Swinburne University | 1993-1995

Further training

- DynamicWebTraining.com.au – web developer course | 2011-2012

Skills – Creative

- Art direction • Graphic design • Finished art • Illustration • Copy writing
- Retouching & image manipulation • Photo direction & styling • Paper engineering
- Sculpture & modeling • Storyboarding • Packaging design / die line development

Skills – Technical

- Adobe Creative Suite 6 – Illustrator, Photoshop, InDesign, Flash, Dreamweaver.
- MS Office – Word, PowerPoint, Excel
- HTML Email authoring and database management – Promotions Manager

History

Advertising Australia – 2000 - present

Senior Art Director | Designer | Illustrator | Web designer

A small dynamic agency whose clients have included: Intimo Lingerie, Western Oil, Victorian Institute of Sport, Guide Dogs Victoria, Australian Red Cross, Challenge, Patties/Four 'n Twenty, Harry the Hirer, National Foods, Thrifty, Melbourne Cricket Club, Nylex, Ajax Fasteners and Royal Selangor.

Mostly print based and moving into online media, with occasional TV and radio advertising. In my role as Senior Art Director, I have been involved in every aspect of delivering a coherent and effective solution to a client's needs, from initial meetings and strategy, brief development, art direction, copy writing, design, finished art and production management. On occasion, I have even acted as voice over artist, sculptor, illustrator, packaging and die line designer and prop maker.

Freelance Graphic Designer & Illustrator – 1993 - present

Art Director | Designer | Illustrator | Storyboarder

I have worked with many varied clients as a freelancer, including: The Sydney Comedy Festival, Antipodes Lonsdale Street Festival, Amanti Gourmet Coffee and the Fantasy Workshop. Notably, I illustrated a children's book titled "Plato the Platypus Plumber (part-time)", written by renowned Australian author Hazel Edwards - published by IP Kidz (Interactive Press).

Bold Design – 1995-1999

Principal | Designer

I opened my own studio whilst finishing my Design degree at Swinburne University, creating stationery and branding collateral for local business. I grew this business from a start-up into a successful studio, concentrating on cultivating many small customers rather than a few large ones, and sold it with over 1000 individual clients on the books.

AAARGH! Comics – 1993 - 1997

Writer | Illustrator | Publisher

Together with Mark Sexton, I created AAARGH! Comics to publish "Bug & Stump". Nine issues were published, gathering six OzCon Awards for artwork, writing and characters, and artwork from the series featured in "ACE: the Australian Comic book Exhibition". We also published two issues of "TISM: The comic" which sold out of three printings. AAARGH! Comics fostered emerging artists too by publishing and distributing their comics under our imprint.

I was responsible for character and story development, illustration and writing, planning, production sourcing and management, distribution, marketing and publicity.

References

Johanna Fitzpatrick – Advertising Australia (Director)
0439 964 564 | joh@advertisingaustralia.net

David Ketels – Advertising Australia (former Director)
0414 551 199 | davidketels@gmail.com

Jorge Menidis – Century Entertainment (Artistic Director)
0422 912 433 | jorge@centuryentertainment.com

Andrew Davaris – Director (Med Innovations)
0413 442 123 | andrewdavaris@mac.com



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