

Sid Guglielmino



Sid has over 30 years of creative experience including working as an Art Director for 14 years at various national and multinational advertising agencies in Melbourne and Brisbane, including Darcy McManus & Masius, Coudrey Advertising, Joint Venture/Mattingly and Chiat Day Mojo.

His advertising experience was woven into his own successful business venture, GDC, commencing in 1993 and in 2010, Sid merged GDC's long-standing client relationships and a strong creative portfolio forged in Transport, NGOs and Education with Rowland complementing an existing portfolio of infrastructure, mining, corporate and investor relations clients. His role there as Creative Director saw him continue to create strategic and impactful design and advertising campaigns for many national and multinational brands.

Sid is a pioneer of strategic thinking and strong idea generation and his outcomes reflect the depth of relationships he establishes with clients and the creativity he embeds in their business and campaigns.

As of January 2013, Sid continues to operate as a full time creative consultant and enjoys creating effective and memorable work for a variety of local and interstate clients.

Area of Expertise

- Creative strategy
- Corporate Identity
- Graphic design
- Annual reporting
- Shareholder communication
- Packaging
- Graphic Design tutoring
- Advertising tutoring
- Digital strategy and design.

Industry Experience

- Infrastructure
- Professional Services
- Finance and Insurance
- International bid preparation
- Education
- Agribusiness
- FMCG
- Associations and NGO's.

Qualifications and Professional Affiliations

- Diploma of Design , Phillip Institute of Technology (now RMIT), Melbourne, 1979
- Recipient of more than 40 industry awards including design, outdoor, literature, web and interactive, corporate stationery, print, advertising, corporate, packaging and annual reporting categories for :
- Australian Graphic Design Association (AGDA),
- the Brisbane Art Directors' Club (BAD)
- Printing Industry Craftsmanship Awards (PICA).

My contact details • Mobile: 0417 617 008 • Email: sid@gv3.com.au

My portfolio sites • www.gv3.com.au • www.behance.net/gv3/frame