

N. **F O**
R D R.

nathanford.com.au



CURRICULUM VITAE

NATHAN FORD

SKILLS & ACHIEVEMENTS

- > Best Business to Business Magazine – Graphic Design 2006 – Diesel Magazine
- > Highly Commended Business to Business Magazine – Graphic Design 2009 – bars&clubs Magazine
- > Exceptional Adobe Suite skills
- > Brand management across numerous publications, events and identities
- > Proven ability to effectively communicate with clients/production/editorial and management
- > Experience in maintaining time frames to ensure completion of competing print schedules
- > Instrumental in developing and implementing file management best practice
- > Senior Boy Swimming Champion – Henschke Primary School, 1986

EDUCATION

BA Graphic Design, Charles Sturt University – Wagga Wagga

INTERESTS

Travel, fitness, beach and photography (sample).

EMPLOYMENT HISTORY

The Intermedia Group – Sydney

<magazine publishing> 2002 – 2011

Art/photoshoot direction, magazine/masthead design, web design, conference & exhibition branding, mentoring and development of junior designers.

Titles – bars&clubs, Diesel, National Liquor News, Hotel Management, Australian Hotelier

Clients – Schweppes, Coca-Cola, Absolut, Panasonic, Phillips, Samsung

Spydermedia – Sydney

<web design> 2000 – 2002

Print design and mac op, web design, banner advertising, interactive flash presentation.

Clients – Air New Zealand, Peugeot Australia, HSBC, MLHSBC, JLL, Zenith Media

Advision – Wagga Wagga/Sydney

<corporate design/print> 1999 – 2000

Predominantly print and corporate advertising, stationary and annual reports.

Clients – Red Cross Australia, Work Safe Australia, Charles Sturt University

REFEREES

Simon Grover – Managing Director - Intermedia
02 9660 2113

Steve Brooks – Managing Editor - Diesel
0418 435 275



BARS&CLUBS MAGAZINE

Relaunch/redesign issue.

Art direction, photoshoot direction
and briefing, design, layout.



BARS&CLUBS MAGAZINE

Cover design and photoshoot direction, feature design and layout and all graphic element design.



WINE

FOOD & DINING

COCKTAILS

SHOTS

SPECIALTY CATEGORIES

MARGARITA

MARGARITA MAGIC

The most popular tequila-based cocktail in the world, the **Margarita** is a refreshing mix of tequila, triple sec and lime juice. Its simplicity is understating as it is also one you can have a lot of fun with, playing with the balance and flavours to create numerous versions. bars&clubs caught up with Ivy's **Mike Enright** and **Pierre Fajon**, who showed us just how much fun a Margarita can be.

The world's most popular tequila cocktail, any bartender worth his salt knows how to make a Margarita. And with much easier access to the original ingredients, but it is safe to say that it originated sometime during the 1930s or 40s, during the heyday of the mid-century modern era. It's hard to say if an American named Margarita was in Mexico and wanted to create something new for visiting tourists. She experimented with tequila, it being her favourite spirit and, after a few failed attempts at getting the balance right, succeeded in creating a drink that quickly spread north to the United States. The traditional recipe calls for tequila, triple sec and lime juice, but there are many variations involving different fruits, liqueurs and - welcome to the twenty-first century - even beer. In addition, the Margarita can be served chilled, shaken or frozen, with or without a salt rim, straight up or on the rocks. Today it is the most commonly ordered drink in US bars and has a strong following in Australia.

At Ivy, in Sydney's CBD, the most popular drink in their exclusive Pool Club is the Pool-side Margarita. "Margaritas are such a popular drink," says Ivy's group bar manager Mike Enright. "And the Pool-side Margarita has just gone through the roof."

For today's challenges, Mike and Ivy's bar manager Pierre Fajon can provide with lots of our finest tequilas to create ten bottles on the popular drink that is at the heart and soul of Mexico.

20 bars&clubs

bars&clubs 21

Art direction, photoshoot direction,
design and layout of covers, sections
and feature articles.





GOLDWELL CONNECT

Layout of cover and feature articles.



Business

BOTOX®

A dermatologist's perspective

BY DR NINA WINES
BSC MBBS DRACOG FACD

Some people think that you have to be vain to consider Botox® therapy, but for many it can be a life-changing experience. Peter, a 56-year-old established and well-respected CEO of an international company has never missed an appointment for his regular Botox® "fix", as he puts it. "My clients used to think I was frowning all the time. Regular injections have helped me appear more relaxed and I believe have contributed to my business success. I am certainly not of painting and am definitely not having these treatments to look more handsome," he said.

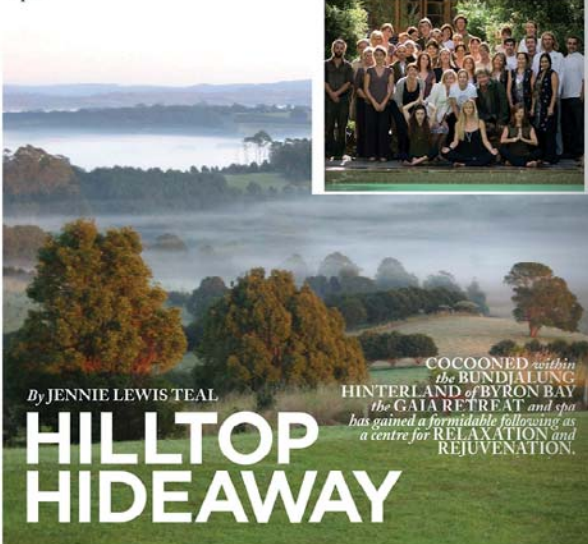
Time and time again I hear how the treatment improves self-confidence, success and the feeling of general wellbeing. Beyond its cosmetic uses Botox® is also an important clinical agent used to treat a multitude of medical problems, such as axillary and palmar hyperhidrosis (increased sweating under the arms and hands), cervical dystonia, bladder hyperactivity, headaches, and is thus an important drug in our clinical armamentarium. Put simply, Botox® treatment can change people's lives when delivered by skilled, trained hands.



PROFESSIONAL BEAUTY

Design and layout of feature articles

Spa



By JENNIE LEWIS TEAL

HILLTOP HIDEAWAY

COCOONED within the BUNDIALUNG HINTERLAND of BYRON BAY, the GAIA RETREAT and spa has gained a formidable following as a centre for RELAXATION and REJUVENATION.

eschewing some of the more regimented elements of a retreat, Gaia (meaning spirit of mother earth), is all about restoring inner and outer balance and harmony. Having scooped the prestigious 2008 Green Star Traveller Readers Spa Award for "Favourite Overseas Hotel Spa" - Australasia & South Pacific, Gaia was also awarded winner of the 2008 ASPA - Australian Spa Association 'Best Destination Spa'.

A short drive from Byron Bay and Ballina airport, the location is truly stunning. The 20 retreat style bungalows are set on 25 acres that take a stunning vista of rolling hills, distant mountains and native flora and fauna. Originally built as a health farm many moons ago, the property was dislodged when, good friends, Olivia Newton-John and Gregg Gegg stumbled upon it while hunting for a country home for Gregg. The pair purchased the property in 2005 and Gregg immediately embarked on plans to breathe life back into the beautiful acreage. Taking on the role of general manager, Gregg was also joined by Olivia, Ruth Kohn, and Warwick Evans as joint directors of Gaia, who set out to create a haven where people would want to go when they needed time out.

Contact:
Gaia Retreat & Spa
183 Ewingham Street
NSW Australia 2479
Phone: +61 2 66917 100
Email: info@gaiaresort.com.au
Web: www.gaiaresort.com.au

Inspired by the healing history of the Byron Bay region, the retreat offers the best of local fresh organic produce to meet a range of dietary requirements and spa treatments tailored for specific needs. As Olivia explains, "it's like here foot meets Armani, an elegant yet unpretentious retreat where you find refuge in the simple things, while enjoying the good things in life. You are able to choose the activities you want to take part in, maybe morning yoga or an afternoon of tennis or to just indulge in the spa treatments. For me, Gaia provides a spiritual environment to relax and rejuvenate."

The heartbeat of Gaia has to be the stunning Gaia Day Spa - Amala - where highly skilled, local healers and therapists, offer tailored treatments to suit individual needs. Freshly blended products are made with organic ingredients from local suppliers and the retreat's own organic garden. As part of their holistic approach to wellness, the spa cuisine, is an integral element of the experience.

Spa

Sample Spa Menu:

SIGNATURE GAIA SPA EXPERIENCES

Deep Sea Salt and Minerals Polish

■ 20 minutes
A truly detoxifying treatment using energy of the sea, combined with her salts and minerals to deeply cleanse and exfoliate the whole body. Assists in removing impurities and stimulates circulation.

Flamethread Adventure

■ 2.5 hours
One of the finest textures in body polishes, combined ground macadamia and bamboo, infused with locally grown lemon myrtle reveals your skin with a satin finish. Slip into a warm, fresh lemongrass and mint bath to soak away the old and renew the senses. Emerge, greeted by a rich, all-over body butter massage with essential oils of cedar and lime to experience the deeply grounding effects of this body oil. The essence of this tropical ritual will evoke a mystical journey of the beautiful surrounding Danglellow landscape, promoting a sense of calmness and well being.

Dance of the Seven Chakra's (new treatment)

■ 75 minutes
Inspired by the beautiful sounds of Olivia Newton-John's new lounge & soulful album, this stunning four-hands treatment will take you to a place of total bliss, aimed at awakening sensibilities hidden deep in your subconscious.



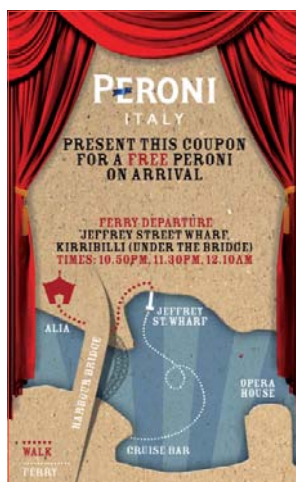
"INSPIRED by the healing history of the BYRON BAY REGION, the retreat offers the best of local FRESH ORGANIC PRODUCE to meet a range of dietary requirements and SPA TREATMENTS tailored for SPECIFIC needs."

There have been a number of other additions and improvements at Gaia over the last year or so, thus are aimed at enhancing guests' experience during their stay. The long-awaited Gaia Villa fitness centre is now established, complete with Techno Gym equipment and a full Curves Circuit. The new Emma yoga room, perched at the top of Samira Lookout (the highest point in the site), allows guests to begin their day with a view of the breathtaking sunrise. New walking tracks have also been established along the western hillside leading into the beautiful woodlands of the Willmet track. Gaia has also received another two awards from the 2010 TripAdvisor Travellers Choice Awards for best relaxation/spa in the world and in the South Pacific. It was also voted third place in the Top 10 celebrity-owned hotels of the world among an elite group of actors, musicians and fashionistas, including, Robert Redford, Clint Eastwood and Robert De Niro, who all own boutique hotels around the world. ■

14. <http://www.pearsoncmg.com>

2.8. Immunohistochemistry

References



AUSTRALIAN LIQUOR INDUSTRY AWARDS 2010 (ALIA)

Concept, art direction and design for all advertising, signage, website and collateral.



EVENT BRANDING

2011

ALIA MUSIC

AUSTRALIAN LIQUOR INDUSTRY AWARDS

CO-HOSTED BY



TORCHMEDIA™

ARISTOCRAT

intrustsuper
at your service



AUSTRALIAN LIQUOR INDUSTRY AWARDS 2011 (ALIA)

Concept, art direction and design for all
advertising, signage, website and collateral.



GENERAL


WAYNEpleace
 AND
FAYdallon
 TOGETHER WITH
MICHAEL & JENNIFER miller
 ARE PROUD TO INVITE YOU.

Adam Lambe

 TO CELEBRATE THE MARRIAGE

KEDapleace
 AND
DAVIDdallon

SATURDAY
18 june 2011

 THE CEREMONY WILL
 TAKE PLACE ON SATURDAY,
 18 JUNE 2011 FROM 4PM ON THE
 THAI ISLAND OF KOH SAMUI, AT:
 CHAWENG REGENT BEACH RESORT
 155/4 CHAWENG BEACH,
 KOH SAMUI,
 SURATTHANI 84320, THAILAND
 WWW.CHAWENGREGENT.COM

 THE RECEPTION WILL FOLLOW
 THE CEREMONY, AT THE
 SAME VENUE AND WILL INCLUDE,
 A BUFFET STYLE DINNER,
 AS WELL AS SOFT DRINKS,
 WINE, BEER & CHAMPAGNE.

DRESS:
smart casual





WEDDING INVITATION

Save the date (boarding pass), invite and OS information brochure.

KOH SAMUI
THAILAND



CHAWENG REGENT BEACH RESORT
155/4 CHAWENG BEACH, KOH SAMUI,
SURATTHANI 84320, THAILAND
WWW.CHAWENGREGENT.COM

KEDapleace
AND
DAVIDmiller
WILL
BE
INlove




ACCOMMODATION:

WHILE THE VENUE OPTION FOR
RECEPTIONS IS UP TO EACH
INDIVIDUAL GUEST, WE WOULD LOVE
FOR EVERYONE TO STAY AT THE
CHAWENG REGENT BEACH RESORT
FOR THE NIGHTS SURROUNDING THE
WEDDING AND WE HAVE BEEN ABLE
TO NEGOTIATE THE BELOW RATES FOR
THOSE WHO CHOOSE TO STAY THERE
FOR 3 NIGHTS OR MORE.

ROOM TYPE	THAILAND GUESTS	AUD
SUPERIOR ROOM	BAKED	1500
DELUXE ROOM	BAKED	1800
PREMIER ROOM	BAKED	2100
DPH VILLA	BAKED	3200



TIPS/ADVICE:

PLEASE MAKE SURE THAT YOU
HAVE A PASSPORT WHICH IS VALID FOR
6 MONTHS FROM YOUR ARRIVAL DATE.

THERE IS A VISA EXEMPTION FOR
AUSTRALIAN AND NEW ZEALAND TOURISTS
STAYING FOR 30 DAYS OR LESS.
PLEASE CONTACT THE AUSTRALIAN OR
NEW ZEALAND EMBASSY IF YOU
HAVE ANY CONCERNS.

PLEASE SEE YOUR
GP FOR ADVICE ON ANY VACCINATIONS
THAT YOU MAY NEED BEFORE
TRAVELLING TO THAILAND.

FLIGHTS TO AND FROM - MOST FLIGHTS
FROM AUSTRALIA AND NEW ZEALAND
FLY IN TO BANGKOK. THERE ARE 3
WAYS TO GET FROM BANGKOK TO
KOH SAMUI, INCLUDING:

- direct flights WHICH ARE
OPERATED BY BANGKOK AIRWAYS OR
THAI AIRWAYS (SUGGESTED OPTION)
- train and ferry
- bus and ferry

WHILE NOT A
REQUIREMENT TO TRAVEL, IT IS HIGHLY
RECOMMENDED TO BE PURCHASED TO
COVER ANY UNEXPECTED INCIDENTS
THAT MAY ARISE.

PLEASE NOTE THAT THIS TIME
IS THE HURRY MONTH IN THAILAND
AND TEMPERATURES AVERAGE AROUND
34°C, BUT CAN GET AS HIGH AS 40°C,
WITH HUMIDITY AT 75%.



AIRLINES:

BELOW IS A LIST OF SOME (NOT ALL)
AIRLINES THAT FLY FROM VARIOUS
LOCATIONS IN AUSTRALIA AND NEW
ZEALAND TO THAILAND. FLIGHT PRICES
ARE CONSTANTLY FLUCTUATING, SO IT IS
WORTHWHILE CHECKING REGULARLY FOR
BETTER DEALS AND SOMETIMES FLYING IN OR
OUT A DAY EARLIER/LATER CAN SAVE \$\$\$.

FROM NEW ZEALAND	TO THAILAND
BRITISH AIRWAYS	THAI AIRWAYS
QANTAS AIRLINES	THAI AIRWAYS
CATPAK PACIFIC	THAI AIRWAYS
QANTAS	THAI AIRWAYS
QANTAS	THAI AIRWAYS
QANTAS	THAI AIRWAYS

RSVP:

PLEASE RSVP BY
18.06.2011
EITHER BY EMAIL TO:
OR BY PHONE TO DAVID ON
0877 0 16 7611 OR KEDA ON
0877 0 16 7611. WHEN RSVPING, IF
YOU WILL BE ATTENDING, COULD YOU
PLEASE ALSO... OF ANY
AND ALSO AN INDICATION
ON... YOU INTEND TO
STAY AT CHAWENG REGENT BEACH RESORT.

PLEASE NOTE:
YOUR PRESENCE AT OUR
WEDDING IS GREATLY
APPRECIATED, SO
WEDDING PRESENTS
ARE NOT EXPECTED.

save
the
DATE

FOR THE
WEDDING

KEDA
&
DAVID



18.06.11
KOH SAMUI • THAILAND

CLASS: *first class / premier class*

NAME (LAST): **Lambe** NAME (FIRST): **Adam** SEAT: **01AA**

WEDDING DATE: **18.06.2011**

DEPART: **Sydney, Australia** DESTINATION: **koh samui, thailand**

CLASS: *1st*

SEAT: **01AA**

WEDDING DATE: **18.06.2011**

DESTINATION: **thailand**

BOARDING pass ▶ PLEASE COME AND JOIN KEDA AND DAVID CELEBRATE THIS SPECIAL OCCASION






GENERAL



JANET SMITH

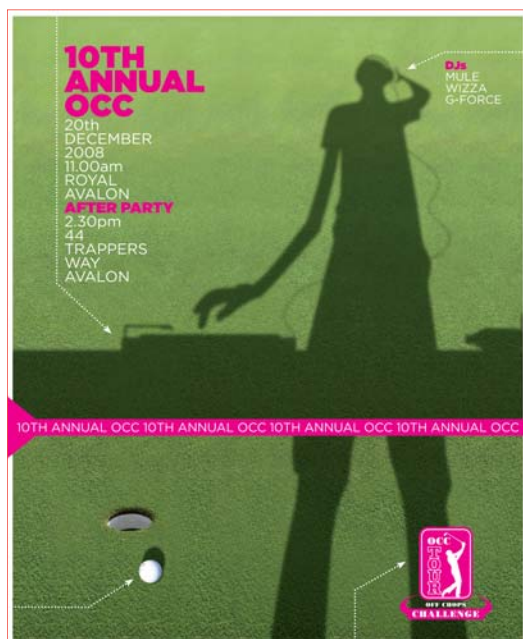
Qualified Proofreader/Editor
Accurate Proofreading

M: 0427 555 371
E: janet_smith10@bigpond.com



INVITATIONS /
BUSINESS CARD /
ILLUSTRATION

Concept and design.





LOGOS

Design and brand management across all stationary and advertising collateral.



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N. FORD R.