

profile 2023

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- PACKAGING, STATIONERY, BROCHURES AND FLYERS
- DOMAIN/WEB HOSTING
- MOBILE WEB SITE DESIGNS
- ADVICE AND HELP

contact me

Simon Creedy
Graphic Designer

37 Epping Road
Lane Cove North
Sydney NSW 2066

Email simon@creedy.com.au

Mobile **0411 888 478**

Phone (61 2) 9427 0632

Here are some representations of the work I do. Most of the work shown in this profile is from the past 3 years.



The ANZAC DAY project is a recurring project for Koori Kids and appears each year requiring a fresh look each time. Logo Design, Proposal Brochure, Entry Certificates, Final Report Brochure



Series of colourfully illustrated Prayer Books designed to commemorate the centenary passing of 'Abdu'l-Bahá, a central figure of the Bahai Faith. Book Design Cover and Interior

about me

Although originally from England, I have worked as a Graphic Designer in Sydney for over 35 years.

I am a Graphic Designer with advanced abilities in multiple disciplines including, Graphic Design, Page Layout, Finished Artwork, Mobile Web Design, Branding, Packaging, Signage, Advertising and Printing.

In 1995, I started my own business using my own name and trading from my home producing Logos, Advertising and Print Graphics.

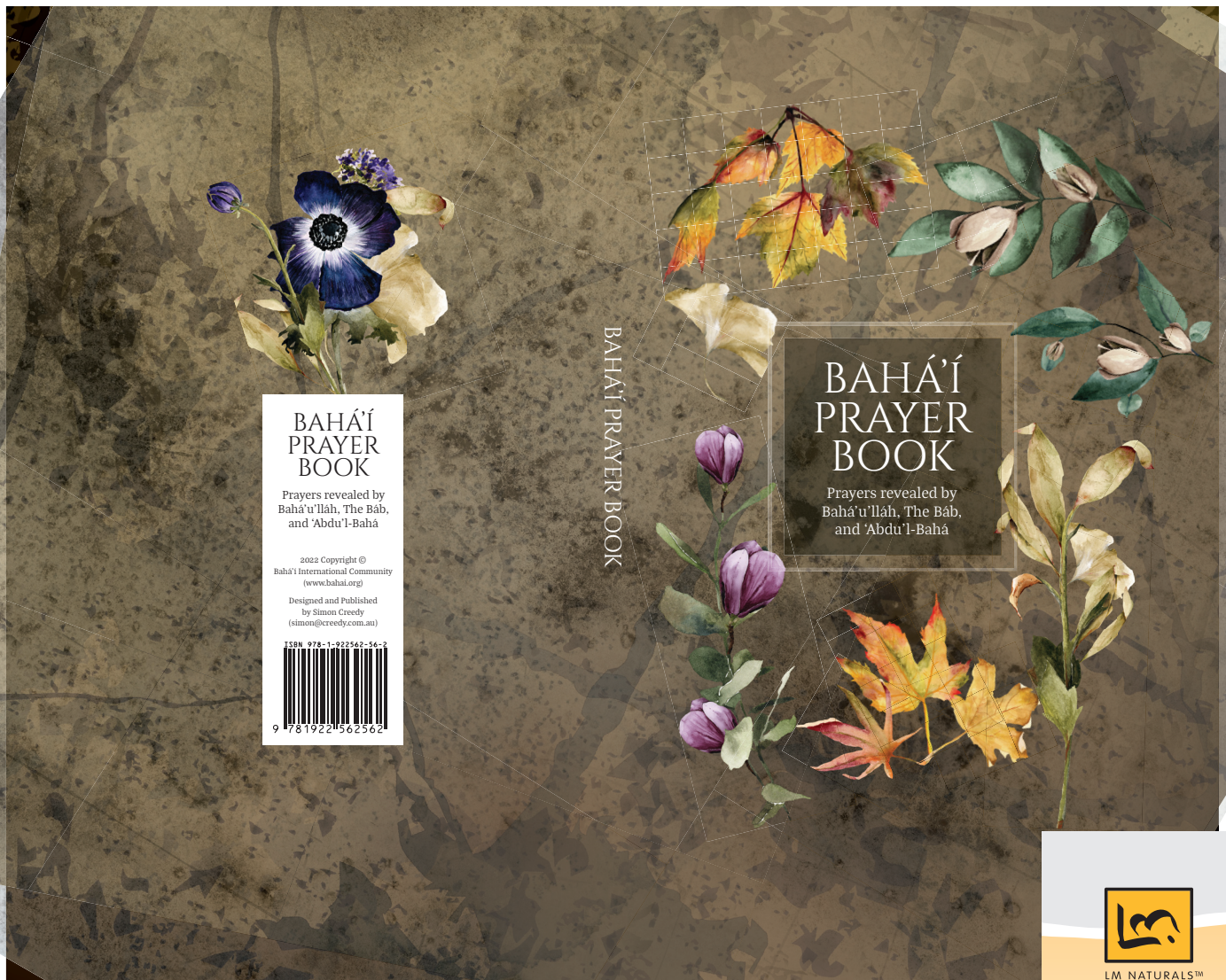
In the past 28 years, I have designed the graphics for hundreds of Logos, endless Adverts, Flyers, Brochures, Signs, Shop Fronts, T-shirts, Hats, Mouse Pads, Pens, Stationery, Bunting, Forms, Websites, Books and lots more.

The very nature of being a freelance graphic artist is that you quickly experience a huge variety of different graphic issues and learn to think fast and smart to solve each of them. As time goes on, it all quickly becomes second nature.

my Inspiration

Creative and/or clever solutions are not imagined at the time (as I at first thought many years ago). They are devised from the knowledge gained from many years of looking at solutions, thinking about communication, and fully understanding requirements & processes.

A great graphic communicator is achieved by soaking in all that you see and experience. After a lot of reflection it becomes infused into you and is accessible as a resource which you are then able to tap into and produce the exceptional.



This is the artwork for the cover of the new illustrated Bahai Prayer Book.

LM Naturals is a company that provides skin cream for women. Here is an example of the packaging design that was used. Logo, Colour Scheme, Font Choice, Packaging Design and Artwork.



A Slice of Life is a company that offers both community type activities that include NDIS Services and Global Specialty Tours. Logo Design, Colours, Font Choice, Sticker Design and Artwork.



contacting me

I am mostly contacted either via email, a website form or just a phone call (my preference).

I will get back immediately by phone or email depending on what is required.

My work comes largely from word of mouth which is enhanced by my 5 star Google reviews.

I charge \$120 per hour plus gst and have done for more than 15 years.

how I work

I use a lot of different problem solving techniques, built up over the years from seeing and working in different mediums, with wide ranging products and services. My experience shows that no two clients or jobs are the same.

My work incorporates a wide variety of software programs required to achieve graphic outcomes required to incorporate into my work. These can include a perfectly Retouched Photo or a complex Brochure/Flyer/Ad layout.

software

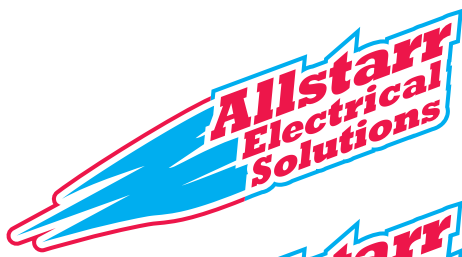
In Design CS5,
Layout and Artwork

Illustrator CS5
Logo Design and Illustration Work,

Photoshop CS5
Photo Manipulation and Creative Effects

Mobirise 5
Website Building

Microsoft Office
Word, Publisher and Power Point



Various Logo Designs



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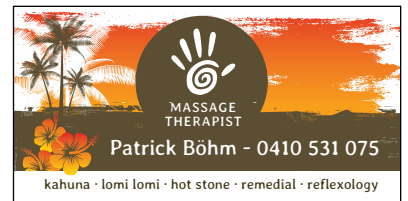
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ASH & LEAF



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RELAX UNWIND & ENJOY



Patrick Böhm Massage Therapist
Business Card and Walk in Sign



DownUnder Enterprises produces essential oils and sells globally. Logo Design, Brochures, Flyers, Posters, Adverts.

my philosophies

Here are a few philosophies I have adopted over the years.

- I work alone (much less stressful)
- My clients are always right
- The last touch on a job is what makes it perfect - so stand back and take a good look before letting it go
- Everyone gets simple
- There is always one more typo
- Printers and Couriers are always late so plan for it - leave plenty of time
- Great Service and Love are commodities a client is unlikely to pay more for - but you they will always return for more if they love what you do
- People expect Loyalty and Honesty but appreciate Kindness, Extra Care and a Fast Service
- If it doesn't look quite right... then find out why and fix it

don'ts

Do not recommend a business you haven't tried and tested yourself because clients need to rely on everything you do and say.

Do not expect your work to be right first time, be patient with your client.

Give people time to pay. Some clients can pay immediately but for others that extra few days can make a difference between coming back to you or going elsewhere.

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Sylvia Treacy is an SRN working in the North Queensland and offers a Nursing, Aged Disability Support Service. Logo Design, Stationery, Email Signature, Image Retouching, Multiple Complex Forms, a Brochure and Website.

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Daniel Ferguson LGMD
Foundation, Logo,
Brochures, Posters,
Pop up Signs



Bay Road.
Modern Design for a
Natural Deodorant
in a can.
(this product
smelled and felt
amazing)
Logo, Packaging
Design.



“Our Vision is to enable those living with LGMD to better control their future.”

Daniel Ferguson
LGMD FOUNDATION

www.dffoundation.com.au



About The Daniel Ferguson LGMD Foundation

The Foundation bears the name of Daniel Ferguson, a person who has been living with Limb Girdle Muscular Dystrophy Type 2A/R1 (LGMD 2A/R1) for 25 years, who, with the same drive and commitment he has brought to all aspects of his life, has made it his mission to ensure that others living with LGMD can live a full and enjoyable life.

Daniel was a healthy active child who enjoyed climbing trees, riding his bike and leading a normal mischievous childhood. He was diagnosed with “genetically confirmed Calpain related Limb-Girdle Muscular Dystrophy Type 2A/R1” at the age of 12.

LGMD

Limb-girdle muscular dystrophies (LGMD) are a group of progressive genetic disorders that are characterized by wasting (atrophy) and weakness of the voluntary muscles of the hip and shoulder areas (limb-girdle area). The muscle weakness and atrophy are progressive, significantly increasing the impact of the disorder over time. Many different subtypes have been identified based upon abnormal changes (mutations) of certain genes.

All sub types of LGMD’s are known as “Rare Diseases”. Because LGMD’s are rare diseases, there is a reduced incentive for researchers and pharmaceutical companies to invest in the resources necessary to find a cure.

Our Vision is to enable those living with LGMD to better control their future

Our priorities for 2022/2023:

- ✓ Promotion of a strong sense of community among those affected by and living with LGMD
- ✓ Development of mechanical devices to help sitting upon and rising from chairs
- ✓ Development of Education and Training programs to improve employment and career opportunities
- ✓ The establishment of the DFF scientific advisory committee
- ✓ Encourage those living with LGMD to register with the Australian Neuro Muscular Diseases Registry

If you know someone living with or affected by LGMD, please ask them to get in touch with DFF
info@dffoundation.com.au - www.dffoundation.com.au

 ABN 97 645 805 992 - A charity registered with the Australian Charities and Not-for-profits Commission



Daniel Ferguson
LGMD FOUNDATION

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and Letter Design and Artwork.

mentality

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mentality

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The Big Issue
It is universally recognised that mental health has now become a global multi-trillion dollar issue impacting individuals, companies and economies. There has been a massive rise in treatments, platforms and consumer apps to address existing mental health conditions but little to prevent them. Now employers, their employees, individuals and governments are seeking a more preventative approach.

Cordouan's Unique Solution for Prevention - The Behavioural Pulse™
Every individual has a unique Behavioural Pulse™. The Cordouan Health app enables the ability to monitor that Pulse compiled using AI-driven behavioural analysis of phone usage and data. It also notifies when deviations or unusual changes in the Pulse are detected and suggests interventions to help maintain mental health balance and life connectivity. Put simply the Cordouan Health app first establishes and then continually monitors each person's unique Behavioural Pulse™ and provides nudges, when required, to maintain a good Pulse within a normal and healthy range, pre-emptively and beneficially impacting the individual's mental health.

Designed to support individuals and enterprises
The Behavioural Pulse™ provides personal and group-based insights. The Cordouan Health enterprise platform logs all anonymised individual deviations and can then aggregate them into a group based Behavioural Pulse™, allowing meta-analysis of user data while preserving the absolute data privacy and security of the core platform.

More Accurate Data by eliminating self-bias
Cordouan Health has eliminated the need for users to continually input information about their mental wellbeing, mood, and feelings by engaging directly with the individual's behaviour. It then passively monitors changes in those indicators for and on behalf of the individual and engages with the individual when most needed to prevent mental health issues emerging. This approach removes the inherent self-perception bias, and the observational inaccuracies of other digital platforms in the behavioural space.

How We Are Different
Uniquely, the Cordouan app doesn't wait for the user to provide information; it uses, with permission, existing data already collected on phones and devices. The app doesn't let deteriorations in behaviours persist for prolonged periods of time; it responds to subtle initial aberrations in an individual's indicators. The app doesn't need to wait for a mental health condition to be material enough to be diagnosed; it engages with an individual early to help prevent conditions arising and protect emotional wellbeing.

Large Scale Rollouts
Pilot agreements are under discussion with organisations and a leading university in the UK and Australia and partnerships are being discussed for complementary content, products and services. Mass roll-outs will commence to a broader range of corporates, associations, individuals and via API/SDK following completion of the pilots. The app functions both standalone and integrated with other applications.

Enterprise Solution
Cordouan's enterprise solution interfaces a data repository with its content repository, allowing scaled analysis of anonymised metadata to offer unprecedented insight into real time status of user cohorts, scalable from local to global. This enables organisations to target support and programs to relevant groups.

Powerful Business Model
Cordouan generates revenue through enterprise subscriptions either as standalone app or integrated into existing employee benefits systems and platforms via SDK or API. Margins are also generated from product and services embedded into nudges.

Proven Team
The Founders have a record of successfully creating and commercialising new business opportunities. Over the last six years they have created, built and sold a healthcare AI driven physical health screening platform/app. They also built and sold a fintech asset management platform with embedded Robo-advice. Prior to this the Founders have concluded two successful IPOs on the ASX and other significant trade sales. The broader team capabilities cover technology, advanced data science analytics, security and encryption plus many years in the consumer healthcare sector as well as drawing on the academic sphere.

Life Connectivity - The Key to Mental Health
The Cordouan app provides real time, actionable and specific feedback to enable deeper understanding of behaviour and emotional wellbeing and ensure that life connectivity and mental balance are maintained.

The app and enterprise platform which promotes whole of life connectivity

Cordouan Health Limited
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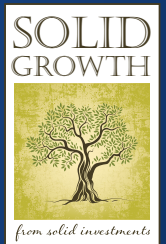
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bodyworks
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