



pingala walsh

art+design

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place of birth : Darlinghurst NSW

professional work history

Art and a creative life have always been my need and inspiration. Initially trained as a fine artist, a fascination and aptitude for graphic design and technical processes have coupled parallel paths in my interests and skill-set development. The practice of traditional cut and paste, darkroom photography, painting and hand illustration has moved me with the computer age to embrace the latest creative software while maintaining a contemporary design and art studio.

Producing a broad scope of print and digital media, I practice special skills in quality imagery where an art focused visual approach allows descriptions, ideas and messages to be realised through this powerful medium.

As a *Adobe Creative Suite* subscriber, I have access the full suite of top industry software and information. Another notable creative application used is *Corel Painter*, a painting and illustrating program which successfully simulates natural media.

Having managed projects and administered businesses, I have long and broad experience of working on detailed projects both individually and in a team environment. Effective verbal and written communication is necessary for the success of such projects, while successful operation and management of multiple jobs requires the juggling, prioritising and multi-tasking of production with client and service negotiation/education, business administration and research. In this capacity I have established and maintained business management systems, publicity, consultancy, negotiation and coaching, demonstrating the importance of attentive customer service and relations with clients and project colleagues.

Working in a self employed capacity for many years now, the projects I have worked with are rich and varied. Included here are some highlights of my self employed and employed career . . .

graphic design / graphic art / interpretive design experience

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1994 - current

In the creation of quality design I depend on giving attention to fine detail, forethought and careful process as well as considerate client liaison while following detailed briefs, achieving informed team work and skilled liaison with service providers.

I've had the fortune to work on some fascinating and expansive design projects. Working with the *Australian*



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Antarctic Division accelerated my abilities while enlarging the gamut of my design practice for offset and digital print. These include the creation of high-end environmental and exhibition graphics, wall murals, posters and signage, mounted and freestanding banners. Other print works include brand identity, business cards, brochures, a range of stationary products, books and publications.

Australian Antarctic Division / Contract

2017 & 2000 - 2007

- *Antarctica Front of House Map Mural*: An update of the 2004 map mural to 2017 standards with greater accuracy and more recent satellite imagery. Created in collaboration with a mapping professional and AAD's media production manager. 3 x 3 meters on a convex wall
- *Antarctic Division Front of House Interpretive Display Area and Entrance Mural*: Created in collaboration with the exhibition designer and manager, professional writer and in overview by the corporate manager . . . a 6 metre entrance mural with wall and acrylic panels; full wall murals - AAD overview and Antarctic map; 12 interpretive panels about the AAD's role in Antarctica
- *Classroom Antarctica* photographic illustrated poster and *Who's Eating Who* booklet illustrative cover, companion to the poster. *Classroom Antarctica* sticker. National release
- *Creation of print media*, including interpreted posters and backdrops in consultation and collaboration with scientists, mapping, logistic professionals and AAD corporate. These works were mostly shown at expos and conferences
- *Copy editing* describing information in simple and public accessible terms and in keeping with companion imagery
- *Infographic, diagram and graph* design and creation
- *Image research* and selection for specific interpretive projects. Includes a slide show in backdrop for the *Tasmanian Symphony Orchestra* performance during the 2003 *Antarctic Midwinter Festival*

Rowena Parkes Parenting

2014

Creating Happy Families - The Three Rs illustrated booklet. A joyful book creation, design and illustrations to final art for offset print. Project consultation. Authored by Rowena Parkes.

Mid Coast Communities

2013

Moving Canvas project: bus wrap creation and digital enhancement of an award winning artwork to cover a community bus. Consulting with and tutoring of the artwork's artist to understand this process.

Bellingen Music Festival / Contract freelance

2011 - 2013

A wonderful yearly event of classical music in Bellingen. Working with the festival coordinator of the volunteer committee in creating the festival's original brand with a hero masthead photographic illustration, promotional print media: program, postcards and banner, plus the festival's website creation and maintenance.

Embers Woodfired Restaurant

2013

- *Branding design* for this popular coastal restaurant, illustrative logo creation and both fixed board and window decal signage
- Food, restaurant and locality *photographs* plus a website re-make

Ganges Yoga & Satyananda Yoga

2004 - 2011

- *Pre-natal Yoga* book design, photography and illustration
- *Promotional print media*, flyers, posters; newsletter design and regular update
- *Ganges Yoga* logo and business card design; plus *YATI, Yoga Association Tasmania Incorporated* logo creation and website banner

Swan Yoga Publications

2009

- *Yoga Day by Day* book design, promotional bookmark and A6 postcard
- *Brand design / logo creation*

ecoHaven & Wired

2007

Brand identity design for this sustainable wares retail store in the heart of Hobart, Tasmania and in-house cafe. Design, production and print management of signage, illustrative window decals, promotional card and banner.

Tasmanian Museum and Art Gallery

2005

- *Web of Life* illustrative display with descriptive diagram and *Biomass diagram* exhibited in the *Islands to Ice* in house exhibition. Interpreted photographic and vector illustrations, I worked with the exhibition's curator and scientist from concept to final art for print on film and acrylic display

Vietnam Veterans Counselling Service / Contract freelance

2004 - 2005

- *Agent Orange*: a suite of educational materials, nationally distributed. Illustration, design and packaging and print liaison for booklet, stickers and packaging
- *Resilience & Issues* newsletters: a regular A4, full colour, 8 and 16 printed publication. Original illustrative design and regular production

Antarctic Tasmania

2004

- *Promotional roll-up banners*, exhibited at press conferences and other exhibitions

P&O Polar Australia, P&O Marine Science & Research

2004

- Design and production of brochures for the description and promotion of both P&O's polar ships: *Aurora Australis* and *Southern Explorer*

Other clients include:

CCAMLR - The Commission for the Conservation of Antarctic Marine Living Resources; Tasmanian Wilderness Society; University of Tasmania - School of Nursing & Midwifery; Tasmanian Department of Primary Industries and Water; The Tasman Gazette & Sorrell Times; Shaw Contracting; SEAM Sustainable Environmental Assessment & Management; Belly Bliss Yoga; Groundswell; Ambrosia Consulting.

PLUS . . . *numerous small businesses and individuals.*

illustration

A delight of my creative practice is to illustrate. In latter years, I am further drawn to the more traditional art forms of illustration and fine art processes. Original artworks of varied styles are achieved by hand sketching and enhancing in digital applications, or created purely in Corel Painter, Adobe Photoshop and Illustrator.

- Rowena Parkes Parenting*** 2014
Creating Happy Families - The Three Rs illustrated booklet. A joyful creation of family and garden illustrations for this great workbook.
- Big Shakti*** 2005
Yoga tradition illustrations for four instructive CD covers, discs and booklet.
- Organic Gardening Magazine*** 2003
Garden illustrations created in Corel Painter.
- Book & CD cover illustrations*** 2004 - 2010
Multiple projects for clients including *Satyananda Yoga* and *Swan Yoga Publications*, *Sandy Clarke & The Shed* music CD.

photographic

Photography is another passion. My introduction and training in traditional darkroom techniques in the 1970s began a deep understanding and appreciation of photography. I now have the wonders of digital tools to create and process colour correct images for print and screen. This ongoing fascination fuels photographic artworks as well as commercial photography.

- Embers Woodfired Restaurant*** 2014
Food, restaurant and location photos for the Embers website with CMS facility.
- Bellingen Memorial Hall*** 2013
External and internal photos for the Hall's website including banner: www.bellingenmemorialhall.com.au
- Bellingen Music Festival*** 2011-13
Marketing images for the festival's promotional media including identity image and website banner: www.pingalawalsh.com/BMF/index
- Creative art photography*** 1978 - current
Creative photography for fine artworks, shot, processed and edited in professional industry standard software and quality equipment. Silver Award winner with the *Better Photography Photo of the Year 2016* for *Beauty from Beneath*, orchid photograph. Online exhibition: www.betterphotographyphotocomp.com

web design / digital production

Web design and production have been a more recent arrival to my gamut of skills, adding new scope and possibilities to publishing vehicles. Online and desktop web editors are both used, while projects often encompass client coaching for online editing of their websites, as well as content consultation. Concept, UI and interaction design; creation and production of websites; web content including interactive slideshows and image galleries; visual presentations. Domain and hosting services setup and management. My knowledge of HTML language is a good support in web production.

- Bellingen Memorial Hall*** 2013 to present
- A website to publicise this valuable heritage community resource. Working with volunteer committee representatives: editorial, visual and interactive design consultation



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- Design, production and upkeep of the site, created in Adobe Dreamweaver with CMS facility
- Content production including *the Hall* floor plan, slideshow photographic imagery

Bellingen Music Festival

2011 - 2013

- Website re-design and management incorporating brand identity imagery, image sourcing and UI design
- Print media including branding identity, banner, flyers and festival program. See above for other print media details

fine art

A core passion, having intermittently produced artworks since 1979, culminating in works using photographic and digital processes for the creation of limited edition art prints. Worth a mention here, an artist focused resume is available upon request.

songs to a deeper world

2010 to present

An ongoing series of limited edition works, created as a tribute to nature, to a world of wonder and beauty . . .

project officer experience

Project co-ordination and management are skills I regularly use in everyday projects working with clients, media production and service professionals, as well as the general public. Other activities include coaching as well as information gathering, interpretation and distribution.

Disability Services / Media Project Officer / permanent casual

1995 - 2000

Department of Health and Human Services, St Johns Park, New Town, Tasmania

As a member of the professional resource team, I supported therapists who support people with disabilities by creating interpreted resources. These included publications, presentation documents, posters & displays, brochures and document covers.

I also wrote and created computer training publications while coaching and consulting in software application skills. Other roles included project management & co-ordination; research, liaison and negotiation.

publishing experience

The Plateau to Coast EVENTS CALENDAR / Self employed

1992 - 1994

Founder, publisher, and manager of this popular monthly publication for the Bellingen Shire, NSW. Graphic design, illustration, design, print management.

additional experience / voluntary positions

Additional services include quality art printing on large format and smaller format printers. Image colour correction and scanning services. Offset and digital print coordination and management. Image research, selection, processing and image library maintenance. Copy writing and editing.

Additional skills include business management, project management, training and consultancy.

Bellingen Memorial Hall Committee Member

2016 - present



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State Secretary 2005 - 2007
AGDA / Australian Graphic Design Association, Tasmanian Chapter.

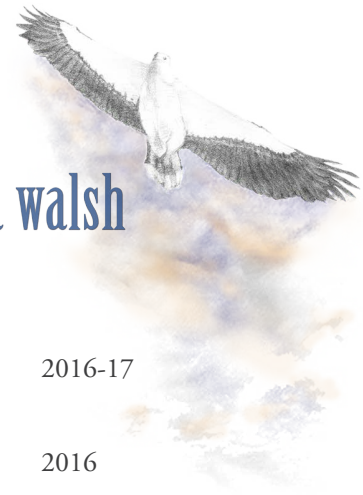
Artist, Tracer, Radio Journalist, & Retail Assistant Manager 1980 - 1991
Various positions using commercial arts based skills: ceramic illustration; layout for magazines; tracing skills in mapping; oral & written journalism. Retail assistant management.

education // courses

<i>Reiki Level I & II</i>	2017
<i>Blogging and Content Marketing</i> Shaw Academy Diploma / <i>Distinction</i>	2016
<i>Dreamweaver CS3: Website Development</i> Dynamic Web Training	2008
<i>Train the Trainer</i> Hobart TAFE	1998
<i>Photoshop Advanced</i> Hobart TAFE / a module of the <i>Electronic Publishing Diploma</i>	1998
<i>Computer Graphics and Design / Multimedia Authoring Language / Applied Computing / Computer Applications Framework</i> Modules of the <i>Tasmanian Certificate of Education</i> . Elizabeth College, Hobart, Tasmania Awarded <i>Dux of Multimedia</i>	1995
<i>Business Marketing</i> Bellingen Shire Skillshare	1992
<i>Small Business Certificate</i> Bellingen Shire Skillshare	1992
<i>Creative Writing</i> Camp Creative, 5 day course, Grafton NSW	1990
<i>Creative Writing</i> TAFE Outreach Program, Bellingen NSW	1990 - 91
<i>Graphic Design Certificate</i> Hobart Institute of TAFE, Tasmania	1984
<i>Fine Arts Certificate</i> East Sydney College of Art, NSW	1979

exhibited works // & publications

Heart & Soul Spiritual art prize & exhibition 2017
Bellingen Uniting Church, Hyde Street Bellingen NSW



- Summer Art Show** 2016-17
Matilda Street Gallery, Macksville NSW
- Tarkine in Motion Collaborators Exhibition** 2016
Tarkine Huon Dreaming, Long Gallery, Salamanca Arts Centre, Hobart
- Tarkine Dreaming** September 2015
Tarkine Dreaming, ABC Open online video by Lara van Raay
- Heart & Soul art prize** Bellingen NSW 2015
- Bellingen Arts Week** 2013
Bellingen Gallery & Framing Studio and Hammond & Wheatley Emporium, Bellingen NSW
- Surface Beauty & Beneath** 2012
Matilda Street Gallery, Macksville NSW
- Matilda Miniatures acquisitive art prize** 2013
Matilda Street Gallery, Macksville NSW
- NEXUS Community Art Exhibition** 2010, 11, 12, 15
 Community combined art exhibitions, *Nexus Gallery, Bellingen NSW*
- Matilda Street Gallery Summer Sessions & Winter Sessions exhibitions** 2011, 12
 Combined art exhibition, November 2011, December 2012, July 2012, November 2012
Matilda Street Gallery, Macksville NSW
- Bellingen Art Prize** 2009, 10, 11 & 12
*Winner Members Art Prize 2010 for flight, photographic art print, 105 x 105 cm.
 Annual prize & exhibition, Bellingen NSW*
- songs to a deeper world** 2010
*. . . . to a world of wonder and natural beauty, a tribute to the depth of nature, an experiential
 voyage through image, object, sound and word*
 An exhibition of limited edition photographic art prints on art paper and fabric with
 sculpture by Sue Gorrell and soundscapes by Susan McGowan
Bellingen Gallery and Framing Studio, NSW
- Islands to Ice** 2006 - ongoing
*Interpretive illustration of the Southern Ocean's food web and associated diagrams.
 Tasmanian Museum and Art Gallery's permanent exhibition, Islands to Ice, Antarctica and
 the Southern Ocean. Currently displayed.*
- Australian Antarctic Division interpretive display area** 2004 - ongoing
*Environmental graphics & interpretation: entrance mural, wall murals and freestanding panel
 displays in a permanent exhibition. Australian Antarctic Division foyer area.*
- Design Graphics Portfolio Edition** 2000, 01, 02 & 03
*Design Graphic's Annual Showcase of Reader's Work. Works published in this contemporary
 graphic arts magazine, distributed in Australia, New Zealand, Canada and USA.*



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<i>University of Alaska</i>	2000 onward
Yearly exhibition of the interpreted poster <i>Cycles in the Forest</i> .	
<i>National Parks and Wildlife, Alaska</i>	2000 onward
Exhibition of the mural <i>Recycling Fungi</i> .	
<i>National Science Foundation, Washington, USA</i>	2000
Exhibition of poster <i>Residual Cesium</i> .	

competencies

<i>Better Photography Photo of the Year SILVER AWARD</i>	2016
for <i>Beauty from Beneath</i> , orchid photograph. Online exhibition: www.betterphotographyphotocomp.com	
<i>PEEPSHOW online popup project</i>	2016
Artlands Dubbo NSW. Online exhibition: peepshow.space	
<i>Artist's Residency</i>	2012
<i>La Macina di San Cresci</i> , Greve in Chianti, Tuscany, ITALY	
<i>When Buddha Touched the Earth</i>	2012
Deep Ecology & Insight Meditation workshop	
<i>Art Therapy Group Facilitator</i> / Visual Noise <i>Creative Space</i>	2011
<i>Bellingen Art Prize Winner</i>	2010
Members ART PRIZE for <i>flight</i> , photographic art. Annual prize & exhibition	
<i>Image of the Day award</i> / TAXI design website	2010
<i>Deep Ecology workshop</i>	2009
<i>Save Time time management workshop</i> / AGDA Tasmania	2008
<i>The Business of Design seminar</i> / AGDA Tasmania	2007
<i>Awakening the World</i> / a global dimension to spiritual practice seminar	2007
<i>Oral Presentation & Speaker</i>	2003
<i>Celebrating the Diversity of Photographic Imaging</i> international conference, Hobart Tasmania	
<i>Special Guest & Speaker</i>	2001
<i>Powerful Posters</i> exhibition, Salamanca Arts Centre, Hobart Tasmania	
<i>Consensus Decision Making Workshop</i>	1998
<i>Dux of Multimedia</i>	1995
<i>Tasmanian Certificate of Education</i> , Elizabeth College Hobart Tasmania	
<i>Business Marketing</i>	1992
Bellingen Shire Enterprise Support Scheme. Bellingen NSW	

skills summary

Creative

Graphic design
 Web design
 Illustration
 Photography
 Creative fine art
 Art direction

 Colourist
 Print design
 Digital design
 Multimedia / audio visual
 Web management / coaching / consultancy
 Content consultancy / coaching / production
 Branding / identity / logo
 Print management / consultancy
 Environmental graphics / displays, murals
 Signage / banners
 Information interpretation
 Publishing
 Book & publication design
 Design & print consultancy
 Coaching

Interpersonal

Active listening *proficient*
 Analytical *proficient*
 Awareness *proficient*
 Coaching *experienced*
 Collaboration *experienced*
 Communication - verbal, nonverbal & written *experienced*
 Conflict management *proficient*
 Consulting *experienced*
 Creative thinking *experienced*
 Customer service *experienced*
 Decision making *proficient*
 Empathetic *experienced*
 Leadership *proficient*
 Negotiation *experienced*
 Teamwork *proficient*

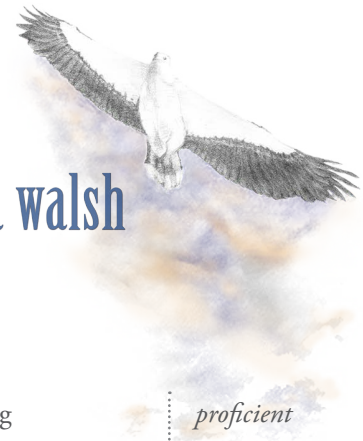
Administration / Management / Business

Administrative *proficient*
 Accounting/bookkeeping *proficient*
 Blogging *setup, maintenance*
 Customer service *friendly, skilled*
 Digital marketing *intermediate*
 Editing *experienced*
 Entrepreneurial *experienced*
 Finance *proficient*
 Marketing - social, journal / blog, content *experienced*
 Multitasking *proficient*
 Online communities *experienced*
 Organisational *experienced*
 Problem solving *proficient*
 Project management & co-ordination *experienced*
 Reception *experienced*
 Research *experienced*
 Social Media *proficient*
 Strategic planning *proficient*
 Time management *proficient*
 Touch typing *proficient*
 Transferable skills *proficient*
 Writing *experienced*

Technical

Computer hardware & software setup & maintenance *graphics specialist and expert*
 Digital & film cameras
 Wacom graphics tablet
 Colour calibration

skills summary continued next page . . .



skills summary *continued*

Software Applications

Adobe applications

Acrobat Pro DC	<i>expert</i>
Bridge CC	<i>expert</i>
Photoshop CC	<i>expert</i>
InDesign CC	<i>expert</i>
Illustrator CC	<i>experienced</i>
Dreamweaver CC	<i>experienced</i>
Adobe Muse	<i>experienced</i>
Adobe Creative Cloud	

<i>Corel Painter 2015</i>	<i>experienced</i>
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<i>Microsoft Office 2007</i>	<i>experienced</i>
Word	<i>proficient</i>
Excel - <i>data entry</i>	<i>intermediate</i>
PowerPoint	<i>proficient</i>
Publisher	<i>proficient</i>

Online / Research / Administrative

Evernote	<i>experienced</i>
Microsoft OneNote	<i>experienced</i>
Asana project management	<i>proficient</i>
Online website publishers	<i>proficient</i>
Web hosting & domain names	<i>experienced</i>
HTML editing	<i>intermediate</i>
Keynote	<i>intermediate</i>
Dropbox	<i>experienced</i>
Box	<i>experienced</i>
Skype	<i>experienced</i>
e-record	<i>proficient</i>
OfficeTime	<i>experienced</i>

Interpersonal

Active listening	<i>proficient</i>
Analytical	<i>proficient</i>
Awareness	<i>proficient</i>
Coaching	<i>experienced</i>
Collaboration	<i>experienced</i>
Communication - <i>verbal, non-verbal & written</i>	<i>experienced</i>
Conflict management	<i>proficient</i>
Consulting	<i>experienced</i>
Creative thinking	<i>experienced</i>
Customer service	<i>experienced</i>
Decision making	<i>proficient</i>
Empathetic	<i>experienced</i>
Leadership	<i>proficient</i>
Negotiation	<i>experienced</i>
Teamwork	<i>proficient</i>

affiliations

BCAC / Bellingen Community Arts Council

NAVA / National Association for the Visual Arts Ltd

BRWF / Bellingen Readers and Writers Festival

references

Louise Rawson-Harris

Former President, *Bellingen
Community Arts Council (BCAC)*
Community Arts Worker

Bellingen NSW

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Sue Gorrell

Arts practitioner & patron

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Adrian Spinks

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Hobart Tasmania

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