

PAULINE GOODING

Working in retail advertising since 2000 — from boutique agencies in London and Sydney to Group Creative Director at BMF, leading the ALDI retail creative team. Nine years of independent practice across retail, travel, government and property: concept, art direction, photography and finished art.

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EXPERIENCE.

Group Creative Director

BMF ADVERTISING, SYDNEY · SEP 2025 — FEB 2026

- Led the ALDI Retail Creative team of seven — all creative output across the weekly catalogue plus all digital and social for ALDI Supermarkets.
- Presented creative to ALDI's marketing leadership every week; oversaw work from Christmas to seasonal campaigns across all BMF departments.
- Helped integrate AI into weekly catalogue production — retouching, image creation, copywriting and photography shoot concepts.

Art Director & Graphic Designer

INDEPENDENT PRACTICE · AUG 2016 — AUG 2025

- Built and ran a nine-year independent practice serving retail, travel, government, corporate, property and university clients.
- Creative conceptualisation, brand development and photographic art direction, end to end.
- Advanced finished art — concept through to final artwork across digital and print.

CRAFT

ART DIRECTION

COPYWRITING

BRANDING

BRAND GUIDELINES

STORYBOARDING

FINISHED ART

TOOLS

INDESIGN

ILLUSTRATOR

PHOTOSHOP

FIGMA

CANVA

AI CAPABILITY

CHATGPT

GROK

NANO BANANA

CLAUDE DESIGN

AI WORKFLOW INTEGRATION

LEADERSHIP

Team management & mentoring ·
Confident presenter · Full driver's
licence (QLD)

EDUCATION

AWARD School — Sydney NSW
Bachelor of Design — Sydney Graphics
College, Ultimo

EXPERIENCE — CONTINUED.

Creative Lead

BMF ADVERTISING, SYDNEY · MAR 2008 — AUG 2016

- Creative Lead on BMF's flagship account, ALDI Supermarkets, with eight direct reports.
- Owned all below-the-line output: weekly catalogue, weekly photography, press, posters, EDM and digital.
- Hands-on art direction of weekly shoots — photographers, food and makeup stylists, and talent.
- Wrote radio scripts, art directed TVCs and presented work weekly to ALDI management.

EARLY CAREER.

Freelance Graphic Designer

Various agencies · Sydney
2005–08

Graphic Designer

Mundocom International · London
2002–03

Graphic Designer

The Moulty Agency · Sydney
2004–05

Graphic Designer

Frenzy Studios · Sydney
2001–02

SPECIALTIES.

RETAIL

CATALOGUES

LOGOS & BRANDING

CORPORATE & GOVERNMENT

FASHION

TVC

RADIO

PRESS

POS

DIGITAL

SOCIAL

AI IN PRACTICE.

Helped integrate AI tools into BMF's weekly ALDI catalogue — supporting retouching, image creation and copywriting, and conceptualising photography shoots before production. Work that previously took days could be explored much earlier in the process.

CONTACT

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PORTFOLIO

Nine selected bodies of work
paulinegooding.com