

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.

+61 414 919 447 GOODINGPAULINE@GMAIL.COM PAULINEGOODING.COM

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

- T +61 414 919 447
- E goodingpauline@gmail.com
- W paulinegooding.com
- IN [Pauline Gooding on LinkedIn](#)
- L Sunshine Coast, QLD

PORTFOLIO

Nine selected bodies of work
paulinegooding.com