



I am an experienced design professional with twenty-five years of industry experience. As Visual Communications Designer with Newfoundland Power Inc. (1974 - 2005), I set the creative direction of the communications team, effectively designing and managing the printing process and quality of production for advertising and promotional material.

I not only provided graphic design for this company but also worked on many projects with other organizations including: Energy Council of Canada, Fortis Inc., Canadian Cancer Society, Canadian Red Cross Newfoundland & Labrador Region and Child Find Newfoundland & Labrador. My graphic design experience ranges from concept design to production management of a broad range of print and promotional materials from company magazines to annual reports; from trade show displays to billboards.

In 2005, I availed of an early retirement package to establish my own company, Aylward's Designs Plus. Today, I provide graphic design and production management services to both the private and public sectors including Hockey Newfoundland & Labrador, Irish Loop Development Board, Jane Severs Interpretive Planning and the Town of Witless Bay; as well as many tourism businesses. My considerable knowledge of corporate graphic design coupled with my broad experience in a wide range of mediums enables me to quickly identify a client's design needs. I excel in maximizing viewers' comprehension of material, while still maintaining a design style pleasing to the eye. Aylward's Designs Plus works with customers to develop the design they are looking for, ensuring a unique and memorable finished product, overseeing the quality of all jobs from start to final product.

