



# Jodi Wuestewald

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## STYLIST: FOOD, WARDROBE, INTERIOR & PRODUCT

I am a versatile Stylist with more than 20 years experience in food, fashion, props and interiors. With a proven track record across both photographic shoots and TV commercials, I have collaborated with a wide range of high-profile clients, photographers, directors and production teams.

Bringing a refined, adaptable skill set, styling enables me to express my passion for design and I delight in thinking through light, placement, colour and texture. I have a strong understanding of current fashion, interior design and food trends, and have developed excellent industry knowledge.

As a Lead Stylist, I can manage all aspects – from creative direction, responding to briefs, to sourcing and co-ordinating props, liaising with senior clients, styling execution on set and supervising assistants. My eye for detail, ability to adapt and strong organisational skills have consistently contributed to successful outcomes.

## FOOD

- Several years experience in sourcing, preparing, styling and presenting food and props for photo and TVC.
- Apply extensive knowledge of culinary arts and food science principles to video and still formats.
- Developed and executed a wide range of food styling for TV commercials, cookbooks and photographic advertising.
- Coordinated and led food teams, including photo chefs and assistants for larger scale projects.
- Managed relationships with suppliers and collaborated with photographers and art directors to deliver successful food photography and film shoots, often working in fast paced and high-pressure environments.

### Selected Projects

Client: A2 Milk TVC  
Production: Daybreak Films  
Director: Rhys Graham

Client: Bega TVC & Stills  
Production: TBWA & Flipp Management  
Director: Tony Rogers, Rob Palmer

Client: Ingham Stills & Video  
Production: We Are Sprout  
DOP : Matt Tabone

Client: 400 Gradi Cook Book  
Production: New Holland Publisher  
Photographer: Rochelle Eagle

Client: Virgin Airlines Stills & Video  
Production: Virgin Australia  
Photographer: Sue Stubbs, Richard Wang

Client: Coles Content  
Production: Medium Rare Content  
Director: Jack Steele

Client: Ferment for Good Cook Book  
Production: Hardie Grant Publishing  
Photographer: Tara Pearce

Client: Uncle Tobys TVC  
Production: Rabbit Content  
Director : Al Morrow

Client: Altos Tequila Stills & Video  
Production: Stills Rep  
DOP : James Adam

Client: MAGGI TVC  
Production: Guilty Content  
DOP : Tony Rogers

Project : Shantaram Production: Paramount Pictures

Client: Coles Stills & Video  
Production: Red Engine  
7 Network

Client: Helgas TVC  
Production: The Sweet Shop  
Director: Dylan Pharazyn

Project : Wellmania Production: Freemantle Media

## WARDROBE

- Regularly research fashion trends to fulfil production briefs for TV commercials and photographic stills.
- Extensive experience sourcing, coordinating and preparing costume, accessories and props on set for advertising campaigns.
- Provide expert fashion advice, curate wardrobes, carry out fashion styling and garment preparation to provide the most suitable style for all talent and brief.
- Create mood boards, collaborating with photographers, makeup artists and other creatives.
- Collaborate with clients and production companies to ensure all styling brief is met efficiently and professionally.

### Selected Projects

Client: GMHBA TVC  
Production: Guilty Content  
Director: Chris Tovo

Client: Telstra TVC  
Production: The Sweet Shop  
Directors: Max Barden, Sarah Adamson

Client: AMEX Stills  
Production: Photoplay  
Photographer: John Laurie

Client: Spirit of Tasmania Stills  
Production: Photoplay  
Photographer: Mark Clinton

Client: Ford TVC  
Production: Flint  
Photographer: Andreas Smetana

Client: The Iconic TVC  
Production: Exit Films  
Director: Tom Campbell

Client: Jeep TVC  
Production: Nice Bike  
Director: Tony Rogers

Client: Toyota TVC  
Production: Collider  
Directors: Damon Cameron, Michael Corridore

Client: Crown Lager TVC & Stills  
Production: Revolver  
Director: Keith Ehrlich, Chris Tovo

Client: NAB Stills  
Production: Photoplay  
Photographer: John Laurie

Client: Medibank TVC  
Production agency: The Producers  
Photographer: Jon Webb

Client: Honda Stills  
Production agency: Flint  
Photographer: Andreas Smetana

Client: Westpac TVC  
Production: Sidekick  
Director: Grantley Smith

Client: ANZ TVC  
Production: Guilty Content  
Director: Tony Rogers

## INTERIOR & PRODUCT

- Lead stylist on interior photoshoots, including editorial and commercial.
- Experienced in researching, sourcing and styling for photography and film shoots, both self-conceptualised and working to a brief from a Director.
- Applied my extensive knowledge of styling and design to bring concepts to life and create mood boards.
- Extensive experience styling shoots, both in-studio and on-location, managing all aspects of logistics within strict budgets and timeframes.
- Familiar with current product, design trends, and have extensive industry contacts.
- Excellent communication skills and strong working relationships with photographers, assistants, talent, production crew and clients.

### Selected Projects

Client: Target TVC  
Production: Collider  
Director: Ben Briand

Client: Target TVC  
Production: Collider  
Director: Rob Stanton Cook

Client: Target  
Production: The Sweet Shop  
Director: Ornette Spenceley

Client: QUT  
Production: Eric, Tom & Bruce  
Photographer: Corey Schweikert

Client: Hotondo Homes  
Production: Resolution Media  
Director: Stewart Van Eisman

Client: Hotondo Homes TVC  
Production: Resolution Media.  
Director: Stewart Van Eisman

Client: Bakers Delight TVC  
Production: Mr. Smith  
Director: Craig McLean

Client: Mattel TVC  
Production: Airbag Productions  
Director: Travis Hogg

Client: James Hardie  
Production: Photoplay  
Photographer: Trent Mitchell

Client: StyleMaster Homes  
Production: Compadre Picture Co  
DOP: Luis Bran

### Studio-based Product Stylist

Kmart Product Stylist, 15 years  
Wellcom Studios & PMP Digital

Target Product Stylist, 10 years  
Wellcom Studios

Myer Product Stylist, 5 years, One 20 Studios

Client: Eurangi Bondi Apartments.  
Production: Positive Ape  
Director: Andrew Coyle

Client: Sonos  
Production: Poem group  
Photographer: Ben Clements

## EDUCATION

RMIT

Melbourne College of Textiles

Associate Diploma of Visual Merchandising

Certificate in Clothing Manufacture