

**Steven Gladman**  
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# Curriculum Vitae

Steven Gladman  
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## Profile

A highly motivated, computer-literate Graphic Designer who has worked with a range of clients where there has been recognition of the innovative approaches adopted and value which has been added through a clear appreciation of the briefs provided and their interpretation to ensure the projection of an image fully in line with the clients' requirements and surpassing their expectations which has regularly led to repeat business. Theoretical and practical experience has been gained over all elements of Graphic Design and related fields backed by a sound knowledge of design software including Adobe Creative Master Suite: Photoshop, Illustrator, In Design, Dreamweaver and Flash, Premiere, After Effects and QuarkXpress.

## Qualifications

**2008-10 BA (Hons 2.ii) Applied Graphics Glasgow Caledonian University**

**2009-10 Subjects included:**  
Honours Year Project on Horror Title Sequence - Design Aspects Investigation  
Design Practice - viral promotional campaign (Video, Flash and Web)  
New Venture Creation  
Multimedia Learning Technologies  
Interface Design

**2008-9 Subjects included:**  
Graphic Design with Interactive Media  
Multimedia Systems and Media Editing  
Human Computer Interface Design  
World Wide Web Authoring Systems  
Sequential Imagery - Music Video Production and Editing Project

**2006-8 HND Visual Communication Glasgow Metropolitan College**  
**(Graphic Design)**  
Gained "A" Grade in Final Year Project - create corporate image and advertising campaign for clothing company (Graded Unit)

**2007-8 Subjects included:**  
Client Initiated Design Project, 2D Computer Animation, Digital Imaging,  
Graphic Design, Typography, Web Design, Creative Project for Artists and  
Designers, Design Production, Working in the Creative Industries

**2006-7 Subjects included:**  
Desktop Publishing, Photography, Graphic Production for Commercial Printing, Art and  
Design Context, Art and Design Project, Visual Communication, Introductory Web Design,  
Typography and Creative Industries

2005-6

**NC Graphic Design  
Subjects included:**

**Glasgow Metropolitan College**

Corporate Identity, 2D Design, Advertising, Book Design, Label and Packaging Design, Information Graphics, Magazine Design, Design for Print, The Design Process, Desktop Publishing, Using Information Retrieval Skills

**1993-2005 Jordanhill School**

Highers gained in English, Mathematics, Art & Design, Biology and Graphic Communication

**Clean Driving Licence**

**Work Experience**

**Freelance Graphic Designer 2005 to present**

- Delivered solutions to meet briefs presented by a range of clients involving the carrying out of all elements of projects from concept interpretation to final receipt of work to meet their specification
- Provided a comprehensive range of services to organisations covering a wide spectrum of business interests
- Liaised with clients to gain a clear appreciation of their expectations and requirements
- Introduced innovative concepts to co-ordinate image projected with other elements of their business interests
- Ensure clients came to appreciate more clearly benefits to be derived from a co-ordinated approach in relation to their graphic design and associated requirements
- Analysed and researched information in order to ensure that the challenges presented by clients were fully met
- Developed and negotiated budgets with clients for work carried out, this having regularly resulted in repeat business

**Client List**

- **Scottish Football League – Alloa Athletic Football Club** – video editing highlights for uploading to SFL website. Nominated for video editing SFL award.
- **Quick Off the Mark Productions** – created corporate identity/logo design
- **Reid Kerr College** – designed Plagiarism Poster
- **Zumba Scotland franchise holder** – poster and business card design
- **The Sisters Restaurant** – designed promotional flyer
- **Masterparts** – created corporate identity/logo design
- **Kenyawi Kids** – poster design (posters helped to raise £17k)
- **Woodend Bowling and Lawn Tennis Club** – enhanced club image through development of an advertising brochure, website and newsletter
- **West End Tournament Design** - poster design for West End Tennis Tournament
- **Corrie Dick Collective** – created logo and produced posters, tickets and web banners
- **Glasgow Colleges Literacies Network** – co-ordinated image projected by GCLN through designing logo, map, event invitation and newsletter for them, following on winning an open competition for their logo design

**Primark**

**Temporary Sales Assistant Summer 2007**

- Delivered a high level of customer care in busy retail outlet
- Contributed to display strategy using knowledge/skills in this area
- Ensured all items fully stocked to meet customer needs
- Cash handling and packing customers' purchases
- Operated in flexible manner to meet needs of the business





## **BBC Glasgow**

### **Graphic Designer (college placement)**

- Designed ident for new music channel, to specifications of brief provided – highly commended

## **Keywest Design**

### **Junior Designer (school placement)**

- Undertook design briefs and created CD label and case design, poster

## **Key Skills/Qualities**

- Excellent interpersonal and communication skills – liaising with and providing effective customer care to freelance clients, and experience of customer care in temporary summer work
- Leadership skills - leader of band, was leader in group work activities at university
- Work well as part of a team - teamwork with fellow students, tennis partners and football team
- Work well under pressure – met all college/university deadlines as well as those for freelance work, and handled pressure well when manning tills in temporary summer work

## **Personal**

In my free time I enjoy working on my website, song writing, singing and playing guitar in my band. I also play in the team of my local tennis club as well as in a football league. I hold a season ticket for Partick Thistle. I also enjoy gaming on my X Box online.

## **Referees**

- 1 Diane Joyce Tutor BA (Hons) Applied Graphics  
Glasgow Caledonian University  
Cowcaddens Road  
Glasgow  
G4 0BA  
Tel: 0141 331 3000
  
  - 2 Janet Smith  
Tutor, HND Graphic Design  
Department of Art & Design  
Glasgow Metropolitan College  
230 Cathedral Street  
Glasgow  
G1 2TG  
Tel: 0141 566 6222
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