



Steven Gibbon Senior design professional

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Stuff

2004 - Date Wardour (Senior art director) I oversee the design and creative approach across many of the projects, campaigns and outputs from the agency. I stay tuned into new trends and innovation and continually strive to remain fresh and thought-provoking. My knowledge of print is excellent and I have extensive evolving digital expertise.

Deutsche Bank Flow – Art direction and design on their leading annual publication, that offers insights into the world of corporate banking. *Flow* also lives in an app and has its own [home page](#).

RBC Brewin Dolphin Perspective – Art director on their magazine for high net-wealth customers and associates. Photography, illustration and high-end concept imagery is required on this flagship [publication](#).

Arup Journal – Art director on this quarterly publication that celebrates the many global projects that ARUP has undertaken, providing technical insight and the collaborative excellence of the teams and partner companies involved.

SThree How the STEM world works – [Report](#) and social collateral from a wide-reaching survey SThree carried out about the post-pandemic expectations of experienced STEM professionals.

RegGenome Branding – Art direction and execution in creating a brand for this new company aiming to revolutionise regulatory information. I developed a suite of logos and marques, along with accompanying assets for all their collateral. The new brand has been applied to their website, social channels, stationary and presentation toolkits. We also shot a video and created animation for an explainer [video](#) about the company.

Chubb Insurance – Art director on numerous campaigns, reports, infographics and marketing collateral. These include: [Chubb Personal Cyber Insurance microsite](#): Design, illustration and animation assets produced for this partner-focussed site. It helps explain Chubbs offering that informs and protects against cyber abuse and fraud.

[Life Science reports](#): Design, illustration, animation and social shares. A series of reports to discuss the changing risk landscape occurring through the global pandemic. The reports were very well received and subsequently resulted in a further [Technology series](#). All content needs to comply with WCAG 2.0 accessibility standards which involves setting the document up correctly. This involves tagging and formatting the content to work with text reading software.

Chartered Institute of Securities and Investment (CISI) Review – Art Director on the [magazine](#) and [microsite](#). The Review is a quarterly print communication with an 'always on' content wall. A digital flip book with cover animation is [here](#).

Heineken Discover Heineken/Star – Art director on their bi-monthly magazines that go to tenanted and free-trade customers. I oversee all creative, photography and illustration. There are often other ad-hoc pieces of content like their annual brochure, a 132 page catalogue and business building book to reinforce the value of working with Heineken.

Gemalto/Thales Review – Art director on the multiple, award-winning [magazine](#) and [/review](#) microsite. We created content every month for the site, including animations, video, infographics and additional longform microsities. Gemalto were a world-leading, digital security company involved in sectors such as, payments, IoT, M2M, mobility, eID and biometrics.

2000 - 2004 Setform Ltd Graphic Designer at a publisher of engineering and educational periodicals. My role included producing magazine layouts, creating and checking client ads, designing media packs and carrying out repro for print.

1999 - 2000 BBC WorldWide (Freelance) - Worked on the monthly 'Live & Kicking' magazine, producing page layouts, advertisements and general design work. Included checking printers proofs and signing off chromalin proofs for print.

Bits

1998 - 1999 University of Bolton MSc Computer Aided Product Design. (Post Graduate Diploma).

1995 - 1998 University of Teesside BA (Hons) Design Marketing.

1993 - 1994 Lancaster & Morecambe College BTEC Art & Design, A levels in Art and English.

1991 - 1993 University of Central Lancashire HNC in Mechanical & Production Engineering.

1984 - 1989 Ripley St Thomas, Lancaster 9 GCSE's.

Bobs

I am highly proficient in **CC InDesign**, **Photoshop**, **Illustrator** and **Acrobat**. I possess a good level of knowledge in **Sketch** and **InVision** and understand digital channels. I know my way around **Microsoft 365**.

References

Ben Barrett, Creative Director
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Richard Wise, Creative Director,
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