



Marie Glad

Design & Communications Consultant

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PORTFOLIO

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Experience

2012 - Present Senior Designer & Project Manager (UK)

Responsibilities: Freelancing consultant within project management, branding, UX design, responsive design and graphic design. Clients: Festival Productions Ltd (DLF/TSB, totallyradio.com, radiodeck), Juice 107.2, Body Memory, Universal Yoga, etc. Brighton (UK).

2004 - Present Art Director, Designer & Film producer (SE)

Freelancing consultant for the agencies Stockholm Interactive (2005-2007) and Some Guys (2007-2008). Clients: Zoovillage, Musicbrigade, Ice, Ergonomidesign, Entreprenörsgalan, Avtal24, Prodacapo, etc. Freelancing (2004-2014) for SAS, Swedish Filminstitute, Conscious Breathing, shopping centers such as Tuna Park, Passagen, PKHUSET, etc.

2009 - 2010 Designer

Employed at DG Communications. Digital magazines, newsletters, email marketing, web, printing material, ad campaigns, customer research for SAS International, SAS EuroBonus (loyalty program), Scanorama Magazine, BI Advantage, etc.

2001 - 2004 Business Consultant, Project Manager, Art Director, Usability Expert

Employed at IBM as Project Manager Integrated Marketing Communication (2004), Consultant and Nordic Community leader for the BA Customer Experience, Branding and Usability Design (2002-2004) and Art Director (2001-2002). Clients: Saudi Arabia Stock Market, IKEA, Sony Ericsson, Moderna Museet, SJ, Vasaloppet, Orange, Nokia, Stockholmsbörsen, Mercedes-Benz, Coca-Cola, etc.

2000 - 2001 Art Director

Employed at Aquent Partners, Stockholm. Consultant within digital marketing, web production and print. Clients: AstraZeneca Group, Dagens Industri (Sweden's daily business newspaper), Tiscali, etc.

1998 - 2013 Other experience and skills

Documentary film producer, yoga teacher, singer-songwriter



Profile

Senior design & communications professional with 13 years experience across marketing communication, branding, art direction, project management, UX design, copywriting and film production. Expertise in managing global and local projects, from sales to delivery including: strategy, research, prototyping, design, content production, testing and implementation.

Solid experience of effectively engaging in new assignments, and developing solutions based on business goals and user needs. The portfolio consists of a total of 70 assignments across touchpoints and industries. Skills & experience includes: brand identity guidelines, web (internet, intranet, applications, social media), mobile and responsive solutions, email marketing, e-learning, DTV, campaign planning and execution, loyalty programs, offline and online advertising, film, photography, magazine design, PR and events.



Recent projects

Conscious Breathing - Film production of e-learning on Conscious Breathing and filming of conferences and editing for Sorena AB. January-June 2014.

totallyradio.com - Rebranding and redesign of the UK's longest running internet radio station. Responsive design and brand identity guidelines. New UX prototype for the CMS radiodeck. Running projects for totallyradio since 2012.

Vintervikens trädgård - Rebranding and redesign. Live February 2014.



Education

2012 - Mobile usability and UX training, Spotless Interactive, London (UK)

2002 - Design Management, Berghs School of Communication, Stockholm

2001-2004 - IBM Business Training in Sales and Negotiation tactics, Project management, Business consulting, Presentation skills, Usability design, Stockholm

1999-2000 - Web production and design, MacMeckarna/Masters of Media, Stockholm

1995-1999 - Bachelor of Arts degree in Media- and Communication Studies, Stockholm University

1995-1997 - Film Production, Stockholms Filmskola (Film School of Stockholm)



Recommendations

"Marie is a very creative spirit - and finds that "twitch" that the rest of us miss. She is very persistent and doesn't rest until she is completely satisfied with her work - work which has proven to be brilliant. She has delivered innovation, creativity and new thinking to a number of projects. Along with her creativity - and finding new routes - she has a business mind-set which makes a perfect combination. Also she is an excellent teamworker and has been a "motor" in several projects that would not have been a success without her. I warmly recommend Marie to any company/project that has the benefit of employing her."

Yvonne Lörstäd, Business Manager, IBM, Business Consulting Services



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LINKEDIN

linkedin.com/pub/marie-glad/31/716/3

PORTFOLIO

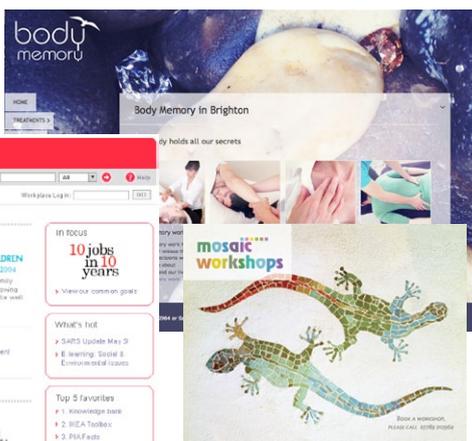
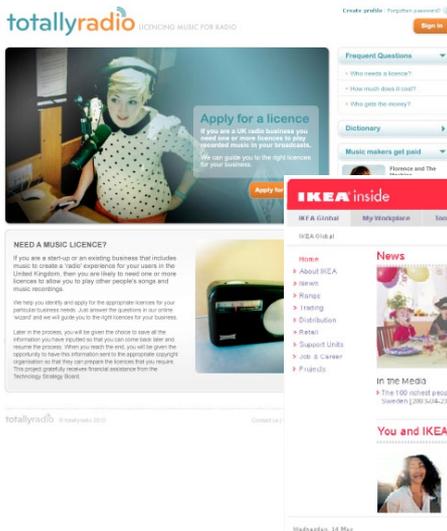
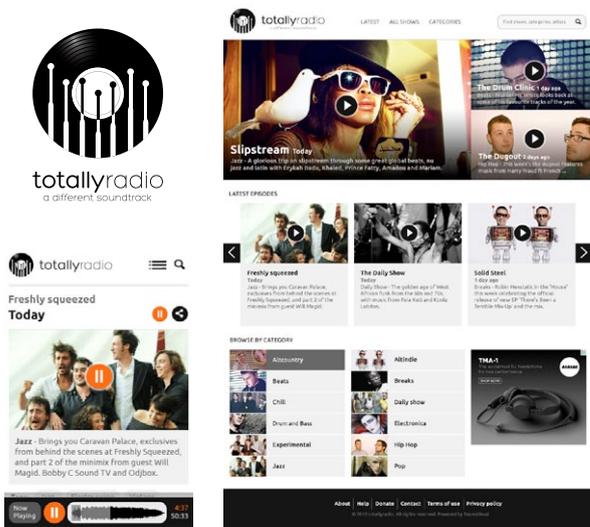
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Portfolio examples



totallyradio.com - re-branding & redesign / Music Licensing for radio / SAS Scanorama - digital magazines & email marketing / SAS EuroBonus Pointers - print & digital newsletters / Bodymemory & Mosaic workshops - branding, photo wordpress, print / Shopping centers like Tuna Park, PKHUSET, Passagen - web & print / IKEA - intranet portal & user studies, building up IKEA CT in Helsingborg



Recommendations

"Marie has the perfect combination of creativity and business acumen and has an outstanding attention to detail throughout the design and project management process. She is an absolute pleasure to work with, always smiling and always full of energy - I can't wait to work with her again."

Nats Spada, Digital Director, totallyradio.com

"Great design and creativity as well as knowledge for clients from a personable and fun person. Marie delivers it all!" Daniel Sjöblom, Owner, Some Guys
"I've hired Marie for different projects over the years, mainly within web design. I'm very satisfied with the results."

Peder Berentsen, Shopping Centre Manager, Newsec