

# Steve MacSorley

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>

## Professional Experience and Curriculum Vitae

Designer and project manager with twenty plus years industry experience. Started back in the day when drawing boards had their own tilt and rulers. Now using a tablet to mark up site surveys on the hoof!

## Previous Clientele

London 2012 Summer Games Olympic Organising Committee (LOGOC).

Vancouver 2010 Winter Games Olympic Organising Committee (VANOC).

Doha Asian Games Organising Committee (DACOG)

Act Reprographics Cardiff.

Capital Radio.

Morgan Signs Cardiff.

## Awards and Accolades

Steven James MacSorley  
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Marshfield  
Near Cardiff  
CF3 2TW

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[sjmacsorley@btinternet.com](mailto:sjmacsorley@btinternet.com)

## Profile:

An experienced and enthusiastic professional designer with over 20 year's industry experience in the Signage, Design and Sports Industries.

## Major Achievements:

Manager Venue Wayfinding London 2012 Summer Olympics. Team member with the Look and Way-finding department. Responsible for the scoping of way-finding and functional signs to Olympic standard competition venues and non competition venues.

Manager Venue Way-finding Vancouver 2010 Winter Olympics. Team member with the Look and Way-finding department responsible for the scoping of way-finding and functional signs to Olympic standard competition venues and non competition venues.

Regional Co-ordinator for the Doha Asian Games. As part of a team of nine co-ordinators responsible for over thirty sports venues. Responsible for the development then implementation of functional and way finding systems across all venues.

## Employment History:


15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

March 14th 2011 to September 15th 2012. helpdesk 656.227.2902, fax 656.227.0213

Wayfinding and Signage Project Manager, London 2012 Olympic and Paralympic Games

Responsible for the creation of bespoke Wayfinding and Signage packages across 6

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Wayfinding

Location ID0001

Qty1

Floor00

ProductShard

FixingFreestanding Outdoor

SizeMedium

TransitionOlympic

SportArchery

Template

FA Check

Venue Check

Design Face 1NW North West

↑ Stand 1 North and Stand 2 South (+F)

↑ <Food & Drink> London 2012 Shop The London 2012 shop (+F)

↑ <male female accessible> Toilets (+F)

↑ <info> Information (+F)

↑ Get Involved In Archery (+F)

Design Face 2SE South East

↑ Exit (+F)

↑ <Food and Drink> Food and drink (+F)

↑ <male female accessible> Toilets (+F)

Lord's Cricket Ground

Sign Reference

LCG-SHD-ME-Q-AR-00-0001

↑ Stand 1 North

↑ Stand 2 South

↑ London 2012 Shop

↑ Boutique de Londres 2012

↑ Toilets

↑ Toiletes

↑ Information

↑ Get involved in Archery

↑ Engagez le tir à l'arc

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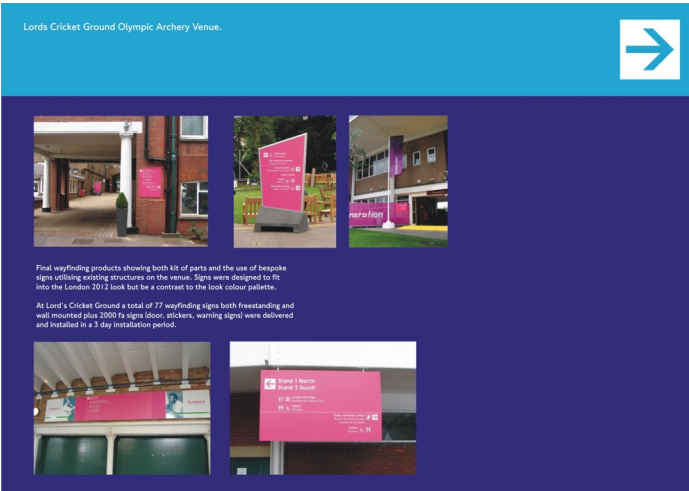
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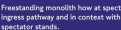

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Eton Dorney London 2012 Olympic Rowing and Canoe Venue.  
Box Hill Olympic Road Cycling time trail.




Eton Dorney's 2.5 kilometre length made the use of large freestanding products essential. These were placed at key wayfinding points and within line of sight of the next freestanding sign.



Freestanding monolith how at spectator ingress pathway and in context with spectator stands.

Above, Wayfinding integration with Look dressing of spectator vomitories.

Box Hill's landscape of hills and woodland provided a unique challenge at the London 2012 Olympics. The answer was a map based wayfinding solution that layed into the spectator guide issued with each ticket.



Map element used on both standard freestanding product and bespoke hybrid freestanding product developed as a result of Box Hill's environment.