Joshua Glanville-Smith

Senior Sportswear Designer

ABOUT ME

I'm a senior sportswear designer with seven years of experience in sublimated apparel. I use CorelDRAW to turn client briefs into uniform concepts, garment mockups and production-ready artwork. I also have four years of retail management experience, leading teams, training and mentoring staff, and managing workloads and deadlines.

My experience includes marketing and running my own projects, including Ready Up Coffee, a coffee brand for gamers, and SlideFirePro, a paintball apparel brand. To test what AI tools could build, I used them to create a Pokémon tracking website and a padel club simulation game. I'm keen to keep developing my skills in sportswear design, team leadership and AI-assisted workflows.

WORK EXPERIENCE

Wooter Apparel USA · Aug 2021 – Present

Senior Sportswear Designer

I develop jersey and uniform ranges from customer briefs, then revise the mockups based on client feedback. Once a design is approved, I apply the artwork to the production templates for each garment.

I use automated templates for repeat design tasks. As the Design Manager's unofficial second-in-command (2IC), I assign jobs, track turnaround and coordinate with designers and sales representatives.

EB Games Australia · Aug 2015 – Aug 2019

Retail Store Manager

I managed daily store operations, sales targets and stock, and trained staff. I was one of five award recipients among approximately 500 managers, recognised for improving store profitability and customer relationships.

CCL Label Australia · Jan 2009 – May 2015

Printing Specialist

I prepared customer artwork for production and operated and maintained large-format presses for Barossa Valley wine labels. I worked directly with customers on colour matching and monitored colour consistency throughout print runs.

AI DEVELOPMENT

I'm developing AI-assisted tools that identify new jobs and revisions, track progress and route work to designers for final review. I'm also building design bots that redraw supplied artwork and create designs from customer briefs in CorelDRAW.

CONTACT

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LinkedIn

CORE SKILLS

CorelDRAW

Sublimated uniform design

Logo redraws and vector artwork

Garment mockups and production templates

Colour matching and print setup

Job allocation and staff training

EDUCATION

TAFE South Australia
Graphic Design & Digital Printing

Certificate III
Graphic and Printing Equipment Operator, General Production

Estonian Academy of Arts
UI/UX for Beginners · Mar 2025

REFERENCE

Jared Musolino
Design Manager, Wooter Apparel. Letter of recommendation available.