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jasonkinnear.com
(Portfolio)

Top Skills

- Creative Direction
- Art Direction
- Graphic Design
- Motion Design
- Sports Design
- Social Media Marketing

Honors-Awards

- Best B2B Site
- Site of the month
- Best site Australia Interactive
- Agency of the Year
- Best Online Casino



JASONKINNEAR.COM

Jason Kinnear

CREATIVE DESIGN & DIRECTION
New York, New York, United States



Summary

Creative visionary with 25+ years of experience leading branding, digital, and motion design initiatives across sports, entertainment, and gaming. Adept in conceptualizing and executing impactful design across Web3, social, broadcast, and digital platforms. Known for leading cross-functional teams, mentoring emerging talent, and pushing creative boundaries with strategic vision and typographic excellence.

Experience

Digital Gaming Corporation



Senior Creative - Social - Betway USA

March 2023 - March 2025 (2 years 1 month)

New York City Metropolitan Area

Led the re-branding of Betway Sports book for the American market, focusing on professional sports and major sponsorships. Curated a creative team and established a vision aligned with Betway's business goals. Oversaw the creative process for all social media material, including organic and paid social, influencers, and sponsorships.

Madison Square Garden Entertainment Corp.



Creative Lead

September 2023 - November 2023 (3 months) New

York City Metropolitan Area

Designed on-screen graphics across all MSG streaming sports networks

Teams: NY Knicks, Brooklyn Nets, Rangers, Islanders, Yankees

The Topps Company

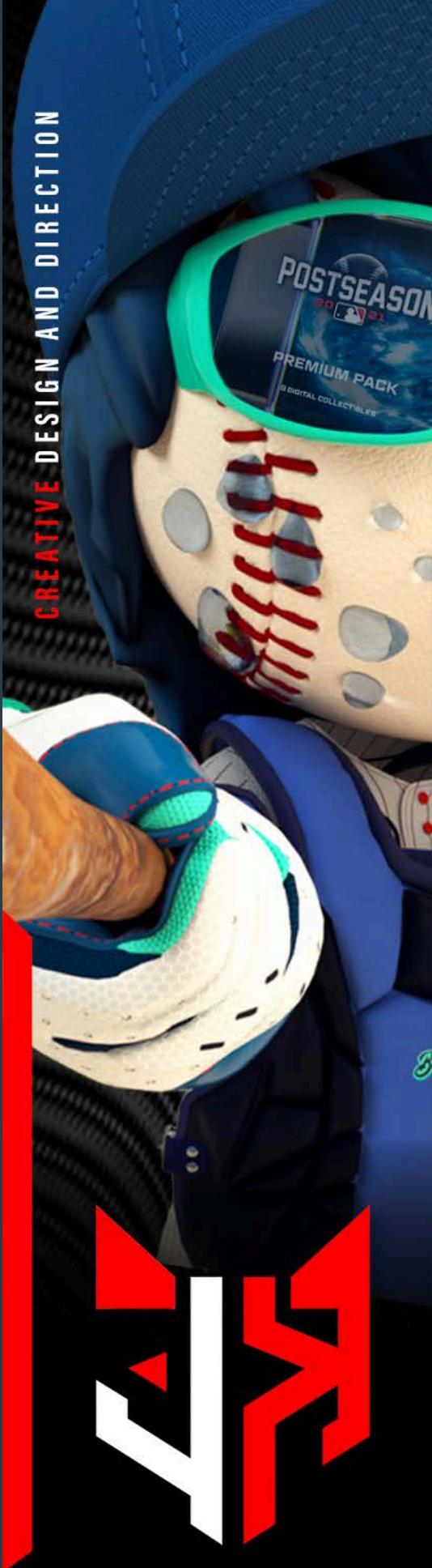


Web 3 Design Lead

March 2021 - November 2023 (2 years 9 months)

New York, United States

Founding team member and design lead for Topps NFTs. Designed innovative digital collectables as well as campaigns that translated marketing objectives



across business units into clear and motivating creative strategies. Ideated, led, designed and reviewed work of the creative team in the creation of all digital products (web, digital marketing, social media). Produced fresh, innovative work that translated complex ideas into compelling Web3 experiences for visually sophisticated audiences. Key campaigns MLB, Godzilla, Bazooka Joe, Starwars, Disney and Garbage Pail Kids.

WWE Senior Digital Designer

January 2021 - August 2021 (8 months)

New York City Metropolitan Area

Designed and developed highly transparent creative solutions that impact the WWE audience. Charged with defining the look of superstar talent and event logos/branding, a range of consumer digital products including social, and a variety of promotional materials including the development of key-art creative.

My work was a key component in the visual transfer of the WWE streaming service to Peacock and included the digital campaign for Wrestlemania XXXVII.

Jason Kinnear Creative Director

2014 - March 2025 (11 years)

London, New York, Melbourne,

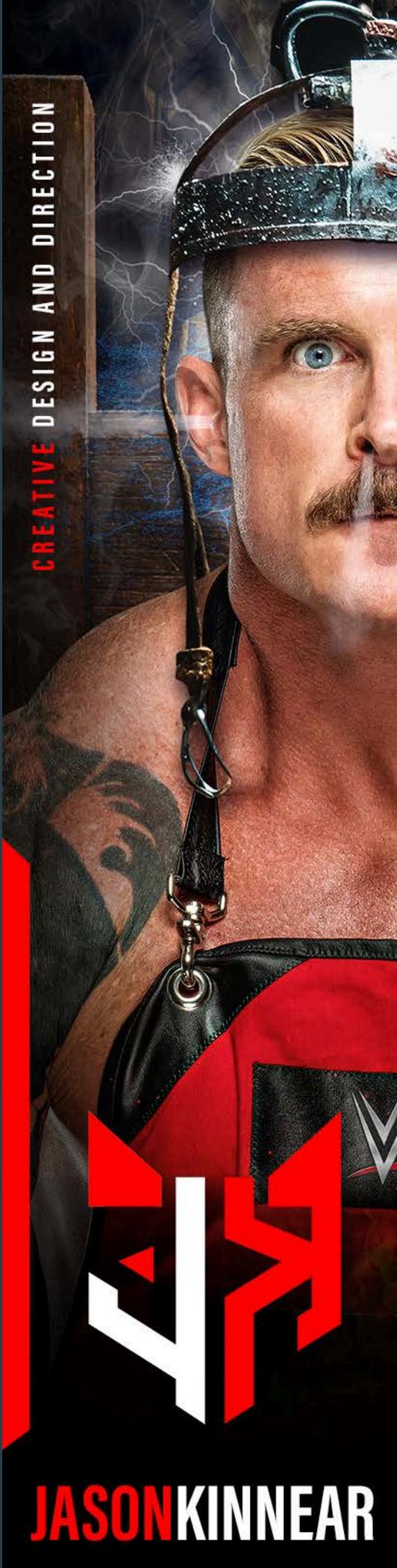
Led comprehensive digital design projects from conception to execution, overseeing every stage including ideation, flowcharts, wireframes, concept artwork, animation, sound engineering, and final production. Directed the development of promotional materials and marketing strategies, ensuring brand consistency and impactful messaging. Extensive experience collaborating with international clients, delivered innovative visual solutions on a global scale, combining strategic vision with creative excellence.

UK Clients: Five by Five, Oglivy, Activision, Adidas, GAP, New Look, RocNation, Machinima, Katy Perry, David Beckham Fragrances, Ubisoft, 20th Century Fox, Mr Green

AUS Clients: Rumble, Eyecon, Australian Football League, Ngaimpe Aboriginal Corporation, FanHub, Australian United Sports.

US Clients: Red Bull, Paramount Pictures, Cancers and Careers, Snoop Dogg, PFL, Skyrocket Games, Allied Global Marketing, Wynn, Swsih Breaks





CREATIVE DESIGN AND DIRECTION

JASON KINNEAR

William Hill



Creative Designer

September 2019 - November 2019 (3 months)

New Jersey, United States

Created compelling digital and physical campaigns for the Big 4 US sports - Baseball, Football, Basketball and Hockey. External marketing including billboards, OOO posters and duratrans. Translated marketing adjectives into fresh, innovative creative digital solutions (Web, digital marketing, social media).

Cancer and Careers



Creative Director

February 2018 - July 2025 (7 years)

New York City Metropolitan Area

Crown Resorts



Senior Creative (Contractor)

2016 - 2016 (less than a year)

Melbourne, Australia

Designed real-time advertising creative and social media assets for international live sports betting. Also provided creative for the launch of DraftStars, the first large fantasy sports company in Australia (a subsidiary of CrownBet), which included all corporate identity assets.

GameAccount Network plc



Head of Design

2014 - 2015 (1 year)

London, United Kingdom

Created an in house design studio from scratch. GAN had very few creative designers who were spread wide across the board, with no systems or communication. I introduced structure, hired four new designers to fill roles I identified. This effort meant the design team can create a project from start to finish, be it a web site, banner advertising campaign, slot game or external advertising campaign in house. I also oversaw all design related projects.

Key Clients: Sportingbet, Betsonn Group, Osage, Foxwoods, Empire City Casino, MGM, Club 8 Casino, Australian RSL.

Bwin.party Digital Entertainment

bwin

Lead Creative

January 2008 - August 2013 (5 years 8 months)

London, United Kingdom

My roll as Lead Creative consisted of seeing out the creation of world class games, from concept to completion. This entailed all facets of game design. From the initial idea, flow charts, wireframes, concept artwork, finished artwork, UI / UX Design, animation, sound engineering, production and development and overseeing mobile, tablet and android design. I was art directing a team of over 16 designers and developers in both London and Hyderabad.

KEY CLIENTS:

Capcom, Paramount Pictures, Universal, Dark Horse Comics, Danka Speil, Frank Sinatra Foundation.

Visual Jazz Isobar

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Senior designer / Art Director

2007 - 2008 (1 year)

Melbourne, Australia

Strategic consultancy, website and intranet development, content management systems large scale localisation projects, games development, digital video production and pre-production CD-Rom design and development, rich media banners, online promotion and sponsorship activation, social network advertisement intergration, e-mail marketing campaigns plasma screen in-store presentation and advertising, multimedia design

Oglivy Action Digital - 2005 - 2007- **Senior Designer** - UK

EDG - 2003 - 2004 - **Senior Designer** - UK

Walkers Interactive - 2000 - 2001 - **Art Director** - NZ

Atomic Media - 1999 - 2000 - **Senior Designer** - AUS

Fairfax / Citysearch - 1998 - 1999 - **Design Lead** - AUS

Greg Williams Printing - 1997 - 1998 - **Graphic Designer** - AUS

EDUCATION:

La Trobe University

(B.A.) Graphic Design / Animation, Graphic Design · (1994 - 1997)

Ivanhoe Grammar School

VCE, Design and Applied Arts · (1994 - 1997)



CLIENTS:

