



JASON KINNEAR

GRAPHIC DESIGN
CREATIVE DIRECTION
ART DIRECTION
MOTION DESIGN
GAMING DESIGN
SPORTS DESIGN
ENTERTAINMENT
WEB 3



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SUMMARY:

Creative professional with 20+ years of global branding, motion, digital and graphic design experience focused on sports, entertainment and gaming. Deadline oriented, client-first approach with extensive background in conceiving and designing for Social, Web3 and Digital. Reputation as innovative, strategic and collaborative, pixel perfect with impeccable design skills.

EMPLOYMENT:

2023-2024 BETWAY USA (DGC)

Senior Creative Lead - Social Media - USA

betway

I was recruited by the Digital Gaming Corporation to re-brand the Betway Sportsbook Client for the American market. This included the creative direction of all Social media material including organic and paid social, influencers and sponsorship materials, Brand recognition and awareness. My duties primarily consisted of curating a creative team, establishing a creative vision that aligned with Betways existing business goals, and overseeing the creative process. My primary objective was to concentrate on US based professional sport including MLB, NBA, NFL, NHL, PGA and Formula 1. Betway also has major sponsorships with the Chicago Bulls, Philadelphia 76ers, West Ham United, Manchester United, Arsenal FC, Atletico Madrid as well as the South African Premier League and the Springboks.

2023 MSG Network (Madison Square Garden Entertainment)

Creative Lead (Contract) - USA

MSG
NETWORKS

Created on-screen graphics for all of MSG Network streaming channels in support of their professional sporting teams the New York Knicks, New Jersey Devils, Buffalo Sabers, New York Islanders, New York Rangers, New York Yankees and the Brooklyn Nets.

2021-2023 TOPPS DIGITAL (Fanatics)

Lead Sports and Entertainment Designer- USA

TOPPS

Founding team member and design lead for Topps NFTs. Designed innovative digital collectibles 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 print materials and digital experiences for visually sophisticated audiences. Key campaigns MLB, Bundesliga, UEFA, Godzilla, Bazooka Joe, Garbage Pail Kids.

2021 WWE

Senior Designer - Advanced Media Group - USA

WWE

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.

2016-2023 INDEPENDANT CONTRACTING

Creative Design and Direction- UK | AUS | USA

NupitjiNupitji

As a freelance creative, I have had the opportunity to work in the digital industry in multiple countries. My role has consisted of seeing out creation of digital projects from concept to completion. This entailed all facets of digital design. From the initial idea, flow charts, wireframes, concept artwork, finished artwork, UI | UX Design, animation, sound engineering, production, development as well as overseeing all promotional materials and marketing.

Clients: Five by Five, Activision, David Beckham, 20th Century Fox, Mr Green, Rumble, Eyecon, Draftstars, NRL, Australian Football League, Ngalmpl Aboriginal Corporation, FanHub, NHL, NBA, NFL, MLB, Red Bull, Wiliam Hill, Cancer and Careers, Childrens Council

2015-2016 CROWNBET SPORTS

Senior Creative - Melbourne AUS

CrownBet

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.

2014-2015 GAME ACCOUNT NETWORK

Head of Design - London UK

GAN

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.

2008-2013 BWIN DIGITAL ENTERTAINMENT

Senior Creative Lead - London UK

bwin

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, mobile, tablet and android design. I was art directing a team of over 16 designers and developers in both London and Hyderabad.



EMPLOYMENT cont:

- 2007-2008 - **VISUAL JAZZ** - Art Director - AUS
- 2005-2007 - **OGLIVY ACTION DIGITAL** - Senior Designer - UK
- 2003-2004 - **ENTERTAINMENT DEVELOPMENT GROUP** - Senior Designer - AUS
- 2000-2001 - **WALKERS INTERACTIVE** - Art Director - AUS
- 1999-2000 - **ATOMIC MEDIA** - Senior Designer - AUS
- 1998-1999 - **FAIRFFAX CITYSEARCH** - Design Lead - AUS
- 1997-1998 - **GREG WILLIAMS PRINTING** - Graphic Designer - AUS

For any information that you require previous to these dates please feel free to call my mum - Glynis Kinnear. I'm sure she will be happy to disclose all of the facts on my early career and childhood.

EDUCATION:

2007 - **ADVANCED CERTIFICATE - MOTION GRAPHICS.**
 DESIGN COLLEGE OF LONDON
 LONDON, UK

2000 - **SIGGRAPH 2000**
 ATTENDEE
 NEW ORLEANS, USA

1998 - **ADVANCED CERTIFICATE - ANIMATION - STOP MOTION.**
 CAE UNIVERSITY
 MELBOURNE, AUSTRALIA

1993-1997 - **B.A. GRAPHIC DESIGN.**
 LA TROBE UNIVERSITY
 MELBOURNE, AUSTRALIA

1993 - **ADVANCED FOLIO CERTIFICATE.**
 RMIT UNIVERSITY
 MELBOURNE, AUSTRALIA

992-1993 - **VICTORIAN CERTIFICATE OF EDUCATION**
 IVANHOE GRAMMAR SCHOOL
 MELBOURNE, AUSTRALIA

SKILLS:

- Design
- Typography
- Animation
- Sound
- Leadership
- Mentorship
- Conception
- Execution

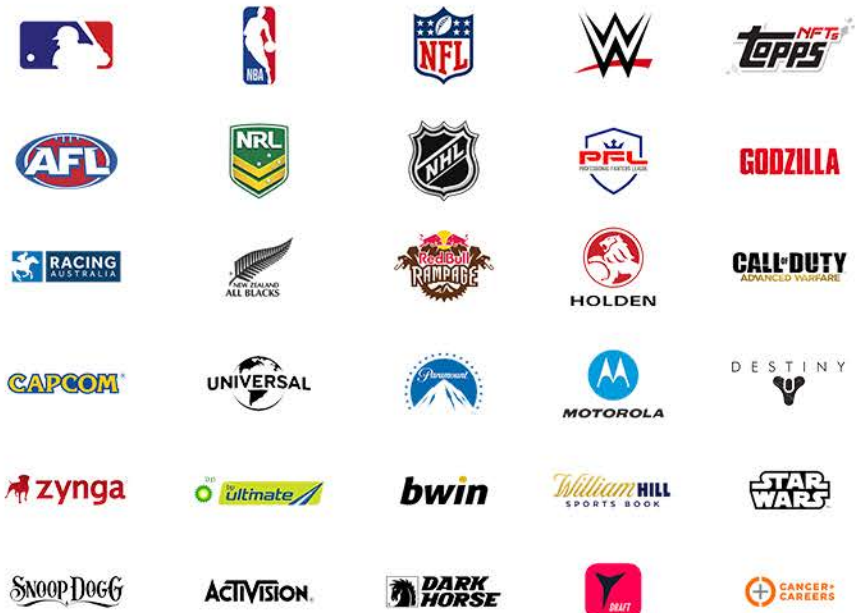
PROGRAMS:

- Photoshop
- Illustrator
- Cinema 4D
- After Effects
- Lightroom
- Cineware
- Element 3D
- Trapcode
- Zbrush
- Redshift
- Media Encoder
- Figma
- Indesign
- Premiere Pro
- Character Animator
- Sketch
- Pro Tools

AWARDS:

- Fairfax Web Award x 3
- B&T Award
- ANZ Web Awards
- FW A x 2
- Webby Awards
- IGA Awards

CLIENTS ABBR.



**JASON
 KINNEAR**