



**JASON KINNEAR**.COM

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



**CONTACT:**

[www.jasonkinnear.com](http://www.jasonkinnear.com)  
[jason.kinnear@gmail.com](mailto:jason.kinnear@gmail.com)  
+1 (646)492-1775  
[linkedin.com/in/jasonkinnear01](https://www.linkedin.com/in/jasonkinnear01)

## 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 Web3 and NFTs. Reputation as innovative, strategic and collaborative.

## EXPERIENCE

### 2021-2023 TOPPS DIGITAL

Lead Entertainment Designer- USA



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



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



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, Ngaimpi Aboriginal Corporation, FanHub, NHL, NBA, NFL, MLB, Red Bull, William Hill, Cancer and Careers, Childrens Council

### 2015-2016 CROWNBET SPORTS

Senior Creative - Melbourne AUS



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



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



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.

2007 - 2008 - VISUAL JAZZ - Art Director - AUS

2005 - 2007 - OGIIVY 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 - FAIRFAX CITYSEARCH - Design Lead - AUS

1997 - 1998 - GREG WILLIAMS PRINTING - Graphic Designer - AUS



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## 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

**1992-1993**  
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  
FWA x 2  
Webby Awards  
IGA Awards

## CLIENTS ABV.

