

Neil Jamieson Creative Director

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Creative leader driving best-practice digital, native, mobile and print design through brand, social, content and product design. Director of award-winning broadcast, digital and print media brands specializing in building, motivating and guiding teams to execute a clear creative vision, achieve creative excellence and deliver industry-leading digital content in line with brand standards. Emmy and ASME nominated Creative, Art and Design Director. **Key strengths include: Creative Direction Art Direction • Digital Content Design • Content Solutions • Brand Redesign • Responsive Design Mobile Design • Social Media Content • Team Leadership & Development • Project Management Budget Management • Expert in Adobe CC • Snapchat Publishing Tool**

ESPN Creative Director *Digital Media*

April 2014 - Dec 2017

- ★ Led the design of premium digital content, native content solutions, custom image systems and product brand solutions.
- Led a team of 15 in-house and freelance creators to deliver content on time and within budget.
- Championed best practice design and usability that increased engagement and reduced costs.
- Defined brand systems and standards for domestic and international content campaigns, including the launch of ESPN E-Sports, the growth of ESPN Cricinfo and the migration of international verticals to domestic CMS.
- Steered social content design and development as the Creative Director for Snapchat Discover and Social Content.
- Emmy nominated 2016 (Digital Innovation)

Money Design Director

Nov 2010 - Sep 2013

- Directed design, art, and layout for print and digital editions, leading a staff of eight.
- Spearheaded a total redesign for all print and digital media.
- Grew readership and engagement by launching tablet editions.
- Shaped brand extension and prototype designs as creative lead for multiple development groups.
- Redefined the Best Places to Live campaign to achieve a larger, more inclusive footprint.

People Deputy Design Director

Nov 2009 - Nov 2010

- Managed a staff of 20+ designers and production artists and led the design of weekly covers, features, departments and specials.
- Grew readership and engagement by launching tablet editions including layout systems and style-guides, DPS templates and best practice documentation.
- Worked closely with Apple and Adobe on digital magazine product launch.
- Drove readership and revenue growth by overseeing the execution of myriad People branded publications.

Field & Stream Art Director

Jan 2007 - Nov 2009

- ▲ Directed award-winning design, photography, illustration, data visualizations, and layout.
- Oversaw a total redesign that boosted YoY newsstand sales, increased industry awareness, and grew ad revenue.
- Introduced a spirit of enthusiasm to the brand that included fun, lively content reflective of the readers' passion.
- Innovated visual storytelling by partnering with cutting-edge artists, photographers and data visualization experts.

Sports Illustrated Deputy Art Director

Jan 2001 - Jan 2007

- Steered the creative direction and execution of several SI-branded publications as Art Director.
- Engaged a new readership of 2M+ college fans by bringing SI storytelling and design to Sports Illustrated on Campus.
- Implemented unique branding and design systems and distinctive art as the Art Director of tentpole issues (Olympics, NFL Preview and more)

2018



2001

Education

Central Saint Martin's College of Art & Design London, UK

BA Hons Graphic Design

Organizations

Society of Publication Designers (SPD)

President, Board of Directors June 2012- June 2015

Millennial 20/20 Conference Speaker March 2017

MAGS Atlanta Conference Speaker March 2013

CRMA Chicago Conference Speaker May 2011

Magasin Design Conference Speaker: Oslo and Copenhagen Feb 2011

Consulting

Developed innovative prototypes and brand redesigns for The Players Tribune (2017), Popular Mechanics (2014) and Fortune (2009). Designed and produced creative content for Nick Jr. Family and Biography.

Other

Joe Zeff Design Creative Director Sep-Dec 2013