

# 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 Magazine 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

ESPN

Money

People

FIELD & STREAM

SI

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**  
 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