

JASON REGAN

Graphic Designer/Senior Creative

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INTRODUCTION

An experienced, versatile graphic designer and senior creative all-rounder with a strong track record of working both in-house and agency-side; equally comfortable working direct to clients and/or alongside internal marketing and communications teams.

A track record in print, digital, video & motion, live events and experiential, social, web design & SEO, large format, publishing and project management, and pitch documents.

Sectors include: Finance & Professional Services, Entertainment, Technology, Healthcare, Automotive, from household-name brands to small businesses.

Concept, visualisation and pitch stage, all the way through to hands-on delivery; project and team management.

EMPLOYMENT

ROYAL ACADEMY OF DANCE

Lead Designer - October 2023 onwards

Leading on all design and multimedia based projects in one of the world's most influential dance education and training organisations. Responsible for creative direction through to hands-on finished delivery, guiding more junior designers, and acting as brand guardian across an organisation with offices in 36 countries around the world. Increasing the use of animation and motion graphics, encouraging innovation and forward thinking, proactively looking for ways to improve creativity across all marketing touchpoints, and maintaining excellence and high standards throughout all design and marketing output.

BARCLAYS/WILLIAMS LEA

Senior Integrated Designer - July 2019-November 2022

Design, creative direction and project management on a variety of international digital, video, motion, podcast, print & event-driven projects.

Supported the creative director in managing and mentoring a team of more junior designers in London, New York and Cochin, India.

KEY SKILLS

Digital

- Video and audio production & editing
- Animation & motion graphics
- AI & Augmented Reality
- PowerPoint & Keynote
- Retouching
- Web design (front end)
- SEO
- Social Media
- Email marketing

Corporate & print

- Corporate literature design
- Publishing & magazine design

Events

- Event & experiential design
- Large format

General

- Pitch concepts, visuals and documents
- Event promotion

SOFTWARE

Adobe Creative Suite, including:

- InDesign
- Premiere
- After Effects
- Photoshop
- Illustrator
- Acrobat
- Audition

WordPress

MS Office, including:

- Word
- PowerPoint
- Excel
- Teams

EMPLOYMENT (continued)

SMART LIVE EVENTS

Lead Designer – September 2018–July 2019 – contract role

The sole in-house designer at the corporate events arm of the Smart Group. Concepts, visualising and production on event based projects from digital to video, large format and exhibitions.

Design and visualisation for a number of successful event pitches and live projects for clients such as Danone, Kantar, ITV, JP Morgan.

DREAMWORKS ANIMATION

Designer – June 2015–September 2015 – contract role

Fixed-term contract as the sole in-house creative at DreamWorks Animation London (now absorbed into NBC Universal). Handling all design-related marketing support work for The DreamWorks Channel (a premium cable TV channel) and DreamWorks Distribution.

Projects have included:

- Offline brand identity guidelines for DreamWorks Channel
 - Website design for the Screening Room, the portal displaying all DreamWorks' properties to external licensees, including all web-ready imagery
 - Multiple online banners to reinforce the DreamWorks channel brand across affiliate and external broadcaster websites
 - Multiple print items, from banner stands and large-format graphics to franchise sales material and premium items; all of which balance the personalities of the individual DreamWorks characters while maintaining the integrity of the channel brand as a whole.
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PUBLICOM LTD

Head of Design – June 2011–May 2013

Overseeing all the creative content and output of the company (with a major emphasis on InPharmacy, the magazine of the National Pharmacy Association).

Another major project was Manager Magazine, the primary communication tool of the Institute of Administrative Marketing. This won a special award for best Professional Association Magazine at the 2013 MemCom Awards.

Managed regular freelance designers to maintain quality and project deadlines.

SPUTNIK MEDIA – 2000 onwards

My trading entity as a freelance designer/creative.

Notable projects:

90TEN Healthcare

Rebrand of leading healthcare communications agency, including design and build of an award-winning website. Extensive project work, including the multi award-winning 56 Dean Street account.

Sky Creative

Design & artwork of large format pieces for the 2017 Game Of Thrones launch and the Sky Sports rebrand.

NEST Pensions

Design and build of two extensive, dynamic Wordpress websites for the UK government's workplace pensions agency.

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EMPLOYMENT (continued)

ASPECT LTD

Senior Designer - September 2010-June 2011

Aspect are a leading live event and experiential marketing agency. My role was producing creative concepts through to finished production artwork on a variety of event-related projects, including:

- Lloyds Banking Group's Senior Management convention for 5000 people at the Birmingham NEC
 - A new iPad-based sales tool for the company using the then-Beta version of Adobe's Digital Publishing tool
 - Large format graphics for 2010 Lord Mayor's Show
 - Concepts & storyboarding for a variety of corporate video projects
 - Various PowerPoint design & production, and live operation during events
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BLUE CREATIVE COMMUNICATIONS

Lead designer - 2004-2008

A long-term freelance position; at Blue I was responsible for coming up with concepts for a huge variety of live event, video and general marketing projects, and delivering through to the final end product.

On any given week I may have been designing sets, exhibition stands, conceiving & storyboarding video, or producing print artwork.

PRE-2000

Following art college, I worked agency-side at leading live events and communications agencies including Jack Morton Worldwide & Owls Design (part of Clarke Hooper) and I've loved the opportunity to bring design to both live and graphic challenges ever since.

REFERENCES

Alison Varlet - Global Creative Director, Williams Lea/Barclays

Nick Canner - Creative Director, Edge Picture

Tim Elliott - Former Executive Creative Director, Jack Morton Worldwide

Jenny Talman - Managing Director, Havas Just::

Phoebe Cherry - Managing Director, Strive Agency
