

JASON REGAN: Design Lead/Senior Creative

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PROFESSIONAL SUMMARY

Senior creative leader with 15+ years of experience across brand, digital, motion, campaigns and experiential – working with organisations including Barclays, DreamWorks Animation, Sky Creative and the Royal Academy of Dance. I've built and led creative teams, modernised in-house functions, developed brand systems for international markets, and produced award-winning work across every major channel. I bring hands-on craft and strategic thinking in equal measure, and a track record of making creative departments deliver better work.

CORE COMPETENCIES

Creative Direction · Brand Identity & Design Systems · Digital & Motion Design · Video Production
Multi-channel Campaigns · Experiential & Event Design · Large-format & Print · Pitch Strategy
Stakeholder Management · Team Leadership & Mentoring · Adobe Creative Suite · After Effects
AI-assisted Creative Workflow · Front-end Web Design · PowerPoint/Keynote

EMPLOYMENT

ROYAL ACADEMY OF DANCE

Lead Designer – October 2023 onwards

Global performing arts education organisation operating across 36 countries.

Achievements & Impact

- Modernised the organisation's entire creative capability – introducing scalable design systems, updated brand guidelines, and significantly increasing digital animation and motion output within the first year.
 - Led creative direction and delivery of 100+ multi-channel assets per quarter across digital, social, campaign and event channels, improving brand consistency globally.
 - Mentored junior designers, raising the team's competency across digital tools, motion graphics and print.
 - Established creative guidelines that improved stakeholder satisfaction and reduced revision cycles across all markets.
 - Proactively introduced new tools and workflows to improve production efficiency and creative quality across all touchpoints.
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BARCLAYS/WILLIAMS LEA

Senior Integrated Designer – July 2019–November 2022

Global banking and professional services environment — one of the world's largest financial institutions.

Achievements & Impact

- Delivered high-volume international campaigns across digital, video, motion, podcast, print and events, working closely with the Global Creative Director on output spanning multiple regions.
 - Assisted in leading and mentoring a global design team across London, New York and Cochin, raising cross-regional output quality and creative standards.
 - Strengthened Barclays' internal motion design capability during major transformation initiatives, improving campaign engagement through motion-first storytelling.
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SMART LIVE EVENTS

Lead Designer – September 2018–July 2019 – contract role

The corporate events arm of the Smart Group.

Achievements & Impact

- Sole design lead for all creative output across experiential, digital, video and large-format environments.
- Delivered pitch concepts and commercial presentations that contributed to new business wins for clients including ITV, JP Morgan, Danone and Kantar.
- Elevated presentation materials and pitch decks, increasing client conversion rate across multiple major event wins.

DREAMWORKS ANIMATION

Designer – June 2015-September 2015 – contract role

Global household-name entertainment corporation

Achievements & Impact

- Created the global brand guidelines for the DreamWorks Channel, used across international partners and licensees, improving visual coherence and licensor compliance.
 - Designed the full UX/UI and asset suite for the Screening Room licensing portal, driving a measurable increase in partner usage.
 - Delivered multi-channel creative – digital banners, large-format, sales collateral – across multiple territories under tight deadlines.
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PUBLICOM LTD

Head of Design – June 2011-May 2013

Achievements & Impact

- Grew the in-house design facility and expanded the digital offering, directing all creative output across publishing and marketing.
 - Elevated the visual quality of InPharmacy and Manager magazines – the latter winning Best Professional Association Magazine at the 2013 MemCom Awards.
 - Built and managed a freelance designer pool to maintain quality and meet deadlines across concurrent campaigns and magazines.
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ASPECT LTD

Senior Designer – September 2010-June 2011

Leading corporate live event and experiential marketing agency.

Achievements & Impact

- Delivered concepts, storyboards and production assets for large-scale events including Lloyds Banking Group's 5,000-attendee senior management convention.
 - Produced large-format graphics for national events including the 2010 Lord Mayor's Show.
 - Designed interactive sales tools and multi-channel content, improving client engagement and pitch success.
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SPUTNIK MEDIA

Founder / Freelance Creative – 2000-present

Achievements & Impact

- Led the full rebrand and WordPress build for 90TEN Healthcare, producing an award-winning website and supporting multi award-winning work for the 56 Dean Street account.
 - Produced large-format creative for Sky Creative including the Game of Thrones 2017 national launch campaign and the Sky Sports rebrand, seen by millions nationally.
 - Designed and built two major WordPress platforms for NEST Pensions, improving content management efficiency for the UK government's workplace pensions agency.
 - Client history includes Barclays, DreamWorks Animation, ITV, Sky Creative, Mencap, NEST Pensions, 90TEN Healthcare, JP Morgan, CaixaBank, Deloitte, Danone and Kantar.
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EARLY CAREER

Roles at Jack Morton Worldwide, Owls Design, Blue Creative Communications, CEC Media and Caribiner International – delivering creative across live events, corporate communications, publishing, exhibitions and experiential brand activations for blue chip clients.

SKILLS & TOOLS

Adobe Creative Suite (expert) · After Effects & Premiere (motion & video) · InDesign, Illustrator, Photoshop · Generative AI tools (Midjourney, Runway, Seedance, ElevenLabs, Topaz) · WordPress · PowerPoint/Keynote · Brand system development · Design for accessibility · Multi-platform asset production

AWARDS & RECOGNITION

- MemCom Award – Best Professional Association Magazine (Manager Magazine, 2013)
- Multi award-winning digital work for 56 Dean Street / 90TEN Healthcare