JORDAN ROBINSON

Lead Visual Designer • Pitch, brand and experiential design.

beautifulengine.com • hello@beautifulengine.com • linkedin.com/in/jordanrobinson • Los Angeles, CA

WHAT I'M LOOKING FOR

Drawn to strategic, collaborative, empathetic, innovative teams that care about the work and the people doing it.

EXPERIENCE

DESIGN DIRECTOR

Crown Properties Collection (OVG) • 2023 – 2026 • NYC + LA

Founding creative on the Solutions team at CPC, OVG's premium sponsorship division. I led pitch creative for the Sphere, Madison Square Garden, the Knicks, the Rangers, the Rockettes, Radio City Music Hall, ATHLOS, Hudson Yards, USGA, BigTen and 12+ more properties.

I led a two-person creative team, worked with the Solutions team's coordinators and directors on the ideas, and built the pitch frameworks we used for each property. Turnarounds were tight, some overnight.

We pitched 230+ brands, including Apple, Nike, Google, Disney and Louis Vuitton, with experiential mockups made for each one. I was part of the division as it reached ~$400M in topline revenue in its startup years.

DESIGN CONSULTANT, SALES & PARTNERSHIPS

Sphere via Beautiful Engine LLC • Feb – Nov 2023 • LA + Las Vegas

I consulted for the Sphere's sales and partnerships team through Beautiful Engine LLC, months before the venue opened. As the team's only designer, I built its first sales and partnership decks and took part in internal ideation sessions, where we developed research-based ideas for each brand we pitched.

When the Sphere's sales moved to OVG in late 2023, I joined CPC full-time and kept working on the Sphere.

LEAD CREATIVE SPECIALIST, BRAND STRATEGY

Twitter • 2011 – 2022 • SF + LA

One of the two founding creative specialists on the Brand Strategy team, supporting Twitter's global sales organization. I started as a contractor in September 2011 and was hired in January 2012. With the other specialist, I built the team's pitch design system and visual standards.

Over nearly 11 years, I worked with strategists and sales on campaign concepts for 78 brands, including Disney, HBO, Netflix, Nike, Toyota and Google, on Twitter and off it: out-of-home, experiential and tentpole events. I rose to lead creative specialist, a senior individual-contributor role.

DESIGN DIRECTOR, INTERACTIVE

Zenith / Moxie / Turner • 2001 – 2012 • Atlanta

Moved up through agency and media roles, designing digital campaigns, interactive work and brand identities for entertainment and consumer brands.

FOUNDER & PRINCIPAL

Beautiful Engine LLC • 2006 – Present • LA

My own studio, where I build the things that interest me alongside full-time work. Recent projects include Prism (multi-stream video player), Phosphene (real-time VJ visualizer) and Watt's The Connection (LED wiring tool), single-file web apps I designed and built with Claude. I also take on the occasional independent project that fits.

SKILLS

DESIGN & CREATIVE

Visual Design • Brand Campaign Design • Sponsorship & Partnership Creative
Pitch Deck & Presentation Design • Experiential Design • Visual Storytelling • Art Direction
Concept Development • Typography • Design Systems • Motion Graphics • UI/UX Design
Interactive Design • Design Management

TECHNICAL

HTML / CSS / JavaScript • Figma • Adobe Creative Suite • Photoshop • Illustrator • InDesign
After Effects • Keynote / PowerPoint • WebGL • Projection Mapping • Single-File Web Apps

AI APPS & FRAMEWORKS

Claude • OpenAI • Google Gemini • Runway • Midjourney • ComfyUI • Higgsfield

ALSO IN MY TOOLKIT

TouchDesigner & Resolume • Live Streaming • Green Screen & Keying • Photography
LED Design & Programming • Maker & Fabrication • Command Line & Dev Ops
EV & Electrical Systems

EDUCATION

BFA, INTERACTIVE DESIGN

Savannah College of Art and Design (SCAD) • Savannah, GA

INDUSTRIAL DESIGN STUDIES

Design and Architecture Senior High (DASH) • Miami, FL

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Thank you for viewing.