

Jason Symson

Editor

Kit

Premiere, AFX, Cinema 4D

Work History

Lead Designer, Art Director

Jan 2021 - Present

Adaptable and insightful problem solver, with senior-level experience in creating and producing conceptual design solutions for brands and organisations, adding value by delivering on their business strategy. Performance in responding to briefs and executing successful presentations, winning stakeholder buy-in.

Sky Creative Agency, Sky UK

Creative, Senior Designer

2016 - 2021

Two roles at Europe's largest in-house agency. Championed end-to-end design, took ownership of briefs and delivered across multiple channels. Assured Masterbrand continuity and success. Achieved CEO-level engagement, and raised agency profile. Challenged to build and deliver against the marketing strategy for Europe's leading entertainment brand. Sky Sports, Sky Cinema, NOWTV, Mobile, Broadband, Trade & Corporate.

Agency and Organisation

Art Director

2007 - 2016

Produced design and creative marketing for brands including Entertainment, Tech, Social, Telecoms, Banking, Automotive, FMCG, Lifestyle and Spirits. Worked on campaigns, TV ads, marcomms, promotions, brand activations, out-of-home, and digital social content, targeted at increasing brand awareness and sales.

Experience on various accounts: Grey | JWT | McCann | Saatchi & Saatchi | VCCP | Y&R | WCRS | Weiden+Kennedy

Google

Senior Motion Designer, Art Director 2013 - 2016

Art director working alongside creative partner to deliver global marketing campaign - Most viewed the online ad. Managed time and resources in the creative process to deliver high-quality work on time and budget. Collaborated with global teams and international stakeholders aligning a suite of standard processes for global brand campaigns with different cultural/ geographic implications (NA, EMEA, APAC, LATAM).

NBC Universal

Senior Motion Designer, Art Director 2014 - 2015

This role encompassed sourcing new material for Executive Producer Ridley Scott and providing development support to writers, directors and producers.

Education

BA (Hons) Visual Communication Design 1st

Ravensbourne College of Design and Communication, London

BA (Hons) Architecture (completed first year)

Kingston University, London

Foundations In Design Thinking,

IDEO (certified)

Art Direction for Advertising Creatives,

Alexandra Taylor, D&AD, London

Art Direction,

University of the Arts, London

Mental Toughness Workshop

NABS, London

Skills

Designer and Art Director with key experience in conceptual, motion and digital design, video creative, collaborative leadership and driving cross-functional initiatives; crafting compelling brand communications that engage consumer audiences.