

JORDAN ROBINSON

Principal Designer • Visual storyteller who builds.

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

WHAT I'M LOOKING FOR

Drawn to teams that are smart, collaborative, empathetic, and innovative, where care for the craft and care for each other go hand in hand, and the work is better for it.

EXPERIENCE

FOUNDING & LEAD DESIGN DIRECTOR

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

Founding design director for OVG's premium sponsorship division. Led all pitch creative for the Sphere, Madison Square Garden, NY Knicks, NY Rangers, Rockettes, Radio City Music Hall, ATHLOS, Hudson Yards, USGA, BigTen, and 12+ additional properties.

Built and led a small but mighty design team. High output, high craft, deeply collaborative. Set the creative standard, mentored designers, and shaped a workflow that consistently turned around Fortune 500-caliber pitches on tight timelines.

Designed ultra-personalized experiential mockups for 280+ brands including Apple, Nike, Google, Amazon, Disney, Netflix, and Louis Vuitton. Work directly contributed to ~\$400M in topline revenue.

FOUNDING CREATIVE SPECIALIST, BRAND STRATEGY

Twitter • 2011 – 2022 • SF + LA

One of the founding creative specialists on the Brand Strategy team, supporting Twitter's global sales organization. Architected the visual standards for the sales launch and built the pitch design system from zero.

Designed campaign concepts for 78+ Fortune 500 brands including Disney, HBO, Netflix, Nike, Toyota, Google, Microsoft, and DraftKings during major cultural tentpole moments over nearly 11 years.

DESIGN DIRECTOR, INTERACTIVE

Zenith / Moxie / Turner • 2001 – 2012 • Atlanta

Progressed through agency and media roles designing digital campaigns, interactive experiences, and brand identities for major entertainment and consumer brands.

FOUNDER & PRINCIPAL

Beautiful Engine LLC • 2006 – Present • LA

A personal studio for creative exploration alongside full-time work, where I build the things that interest me. Recent projects include Prism (multi-stream video player), Phosphene (real-time VJ visualizer), and Watt's The Connection (LED wiring tool), all single-file web applications. The studio is also where I take on the occasional independent project that fits.

SKILLS

DESIGN & CREATIVE

Brand Campaign Design • Sponsorship Pitch Creative • Experiential Design • Visual
Storytelling • Art Direction • Presentation Design • Motion Graphics • UI/UX
Design • Interactive Design • Design Management

TECHNICAL

HTML / CSS / JavaScript • React • Figma • Adobe Creative Suite • After Effects • Keynote
/ PowerPoint • WebGL • Web Audio API • Firebase • 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.