

ROSS HENDERSON

646-541-3823

rshenderson78@gmail.com

rshenderson.tv

rshphotography.tv

EDUCATION

BA, Graphic Design
Nottingham Trent University
Nottingham, UK, 2000

PROMAX BDA AWARDS

Gold

'America Tonight'
NEWS PROGRAM OPEN/TITLE, 2013

Silver

'Real Money'
NEWS PROGRAM OPEN/TITLE, 2013

'Newsmaps'
IN HOUSE STATION IMAGE, 2011

'Memorial'
PROMO NOT USING PROGRAM FOOTAGE, 2010

'Sportsworld'
SPORTS PROGRAM OPEN/TITLE, 2006

UK Local Elections
NEWS INFORMATION DESIGN, 2005

Bronze

UK General Election
NEWS INFORMATION DESIGN, 2005

SOFTWARE

Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Curious Maps
Cinema 4D
VizRT

PROFESSIONAL EXPERIENCE

Senior Vice President, Creative - Al Jazeera America, New York 2014 - Present

- Management of Creative Department of 27 people, including recruitment, staff evaluations, budget oversight and project planning
- Responsible for entire on-screen presence including channel branding, news graphics, program/documentary packaging, studio design and signage
- Oversee the visual aspects of website, mobile app and office interior design

Freelance Creative Director - Al Jazeera America, New York 2013 - 2014

- Creative Director for the launch of Al Jazeera America, managing five million dollar creative budget
- Collaborated with a number of external agencies and internal divisions to develop channel brand identity, program opens, documentary strands, promos and studio designs
- Responsible for forming internal Creative Department that included hiring of personnel, and integration of prior channel design staff

Freelance Designer / Art Director - London, UK 2012 - 2013

- Designed/art directed for several news networks and post production houses on a wide variety of projects that included motion design, branding, advertising, live news graphics production and website design
- Clients included Sky News, ITN, ITV, CHI & Partners and Somesuch & Co.

Senior Creative Producer - Al Jazeera English, Washington DC 2008 - 2012

- Managed Washington DC Creative Department for Al Jazeera English and oversaw all design production for the Americas
- Supervised live news output, program branding, promos, marketing, and studio design as well as Creative Department budget oversight, staff hiring and evaluations

Creative Producer - Al Jazeera English, Doha, Qatar 2005 - 2008

- Key member of pre-launch design team that was responsible for channel branding, program packaging, studio design and promotions
- Oversaw news opener, on-screen architecture, 'Sportsworld' packaging and 'People and Power' open
- Designed program/documentary packages, information graphics and studio backdrops in a 24 hour live news environment

Designer - Sky News, London, UK 2001 - 2005

- Collaborated on large scale branding and design projects as well as designed information graphics in a 24 hour live news environment
- Major projects included the 2004 UK local election branding and 2005 UK General election branding
- Member of channel re-launch team and responsible for channel opener, promo campaign and branding elements for the 'Sky Report'