

Ross Henderson

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SUMMARY

Creative Director with 25 years building brand systems and on-air identities across broadcast, streaming, sport, and documentary - developing visual frameworks for Apple, Google, HBO, AMC, NBC Sports, CNN, FX, BBC America, and Ralph Lauren, work recognized with a Clio Gold, Promax Gold, and Sports Emmy. Background spans both external creative direction and in-house leadership, including three years as SVP Creative at Al Jazeera America, setting brand identity and design standards across the network's full broadcast and digital output.

EDUCATION

BA, Graphic Design
Nottingham Trent University
Nottingham, UK

RECOGNITION

Sports Emmy Award

Outstanding Graphic Design, Speciality - Super League: The War for Football (2023)

Clio Gold Award

Video Promo Campaign - Welcome to Wrexham (2023)

Promax Gold Award

Documentary Promo - Welcome to Wrexham (2023)

Promax Gold Award

News Program Open/Title - America Tonight (2013)

Promax Silver Award

News Program Open/Title - Real Money (2013)

Promax Silver Award

In house Station Image Promo - Newsmaps (2011)

Promax Silver Award

News Information Design - UK Local Elections (2005)

PROFESSIONAL EXPERIENCE

Creative Director

BGSTR - New York | 2017 - Present

- Directed creative strategy, visual direction, and brand voice for major projects in network branding, film titles, TV graphics, and promos
- Developed original visual concepts, storyboards, style frames, and motion systems for broadcast, digital, and streaming platforms
- Cultivated a collaborative, innovation-driven studio culture while mentoring junior designers and supporting their growth
- Contributed to an Academy Award-winning documentary and received an Emmy and Promax Award for excellence in design and storytelling

Creative Director

Self Employed | 2016 - 2017

- Consulted for major media networks, providing strategic creative direction and visual brand development
- Art directed the Al Jazeera Arabic rebrand, leading design and rollout of on-air graphics and promotional systems

Senior Vice President, Creative

Al Jazeera America - New York | 2013 - 2016

- Built and led a 27-person creative team from channel inception through launch and daily operations
- Directed on-air brand development, including motion systems, channel architecture, show branding, and set design
- Managed all aspects of creative operations - workflow, resources, timelines, and multimillion-dollar budgets
- Hired, onboarded, and mentored multidisciplinary staff, fostering a high-performance, collaborative team culture
- Partnered with executive leadership to ensure brand consistency and creative excellence across all platforms

Senior Creative Producer

Al Jazeera English - Washington D.C. | 2008 - 2012

- Managed the Washington, D.C. Creative Department, overseeing staffing, scheduling, evaluations, and budget management
- Directed design for daily news, program branding, promos, and marketing across platforms
- Led visual identity and on-air package development for major programs and specials, including U.S. Elections, Fault Lines, Inside Story, and The Stream

Creative Producer

Al Jazeera English - Doha, Qatar | 2005 - 2008

- Key member of Al Jazeera English's pre-launch team, developing the brand identity and on-air design system, including screen architecture, openers, set visuals, and presentation elements
- Designed title sequences and show packages for flagship programs and specials
- Produced high-volume design output in a fast-paced newsroom, delivering real-time graphics, program packaging, and visuals for breaking news coverage

Designer

Sky News - London, UK | 2001 - 2005

- Designed broadcast graphics and on-air identity for the 2005 UK General Election and 2004 Local Elections, delivering real-time visuals for live coverage
- Led creative development for The Sky Report and launch campaign for the 2006 Sky News rebrand
- Produced info graphics, show packaging, and visual assets in a fast-paced 24-hour news environment, ensuring speed and brand consistency across platforms