Ross Henderson

Creative Director | Brand & Design Leader

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EXECUTIVE SUMMARY

Creative executive and design leader with 25 years of experience shaping brand systems, visual identities, and storytelling, across broadcast, streaming, sports, documentary, and digital media. Currently serving as Creative Director at BGSTR, guiding creative direction across network branding, film titles, documentaries, promotional campaigns, for major media and entertainment organizations. Brings deep expertise in strategy, brand development, art direction, and creative leadership, complemented by prior executive leadership as Senior Vice President, Creative at Al Jazeera America, building and leading a 27-person multidisciplinary design organization.

KEY ACHIEVEMENTS

- **Network Launch:** Led Al Jazeera America's creative launch from inception to air, delivering the network's on-air brand and design system on a $5M launch budget.
- **Major Brand Portfolio:** Delivered network-wide brand identity and on-air design systems for Al Jazeera and Sky News and broadcast graphics packages for FOX Sports, CNN, NBC Sports, ESPN, and TNT Sports, with additional creative work associated with Apple, Google, HBO, AMC, BBC America, and Ralph Lauren.
- **Industry Recognition:** Recipient of Sports Emmy, Clio Gold, Promax Gold, and Promax Silver honors, with award-winning work spanning sports, documentary, news, and promotional creative.

CORE SKILLS

Executive Creative Leadership | Brand Strategy & Identity | Design Systems | On-Air Branding | Motion Design Systems | Campaign Development | Documentary Title Design | Editorial & Information Design | AI-Integrated Production & Design | Cross-Platform Content (Broadcast, Digital, Social) | Senior Stakeholder Partnership | Team Building & Mentoring | Budget & Resource Management

PROFESSIONAL EXPERIENCE

Creative Director

BGSTR | *New York, NY* | *04/2017 - Present*

- Lead brand and broadcast design for FOX Sports, CNN, NBC Sports, ESPN, and TNT Sports, and title and promo design for documentaries including *Free Solo* (Academy Award winner), *Welcome to Wrexham* (Clio Gold), and *Super League* (Sports Emmy).
- Partner with network executives and producers to turn brand strategy into on-air identities, motion systems, and campaigns across broadcast, streaming, and social.
- Integrate generative AI into documentary graphics and production workflows, using AI for concept development, image and video creation, and process streamlining.
- Mentor designers and creative talent while fostering a collaborative, innovation-driven studio environment and maintaining quality from concept through execution.

Creative Director

Independent Consultant | *New York, NY* | *05/2016 - 04/2017*

- Art directed the Al Jazeera Arabic rebrand, leading design and rollout of on-air graphics and promotional systems.
- Translated client objectives into cohesive visual concepts across broadcast and digital platforms.

Senior Vice President, Creative
Al Jazeera America | *New York, NY* | *01/2013 - 04/2016*

- Built and led a 27-person multidisciplinary creative organization from channel inception through launch and daily operations, recruiting staff, managing a freelance roster, and running performance evaluations.
- Managed a $5M creative launch budget, partnering with the network president and executive leadership on spending, resourcing, and timelines.
- Established creative direction, brand identity, and design standards across all broadcast and digital output.
- Directed on-air brand development spanning motion systems, channel architecture, show branding, set design, and promotional campaigns.
- Won Promax Gold (America Tonight) and Promax Silver (Real Money) for news program opens.

Senior Creative Producer
Al Jazeera English | *Washington, DC* | *06/2008 - 05/2012*

- Led the 8-person Washington, DC Creative Department, overseeing staffing, scheduling, evaluations, and budget.
- Defined visual identity and on-air packages for *U.S. Elections, Fault Lines, Inside Story,* and *The Stream.*
- Led promo production from script to shoot, coordinating talent and the promotions team and directing on-location shoots at the White House, Pentagon, State Department, and State of the Union.

Creative Producer
Al Jazeera English | *Doha, Qatar* | *10/2005 - 06/2008*

- Helped create the network's brand identity and on-air design system before launch, then evolved it through launch and ongoing development, spanning screen architecture, openers, set visuals, and presentation elements.
- Orchestrated broadcast design and program packaging within a high-volume international news environment.
- Upheld brand standards across broadcast hubs in Kuala Lumpur, London, and Washington, DC.

Designer
Sky News | *London, UK* | *07/2001 - 10/2005*

- Designed broadcast graphics and on-air identity for the 2004 local elections and 2005 UK General Election, including live coverage.
- Led creative development for *The Sky Report* and contributed to the launch campaign for the 2005 Sky News rebrand.
- Created infographics, show packaging, and visual assets for a 24-hour news environment.

AWARDS AND RECOGNITION

- **Sports Emmy Award:** *Super League: The War for Football* | Outstanding Graphic Design, Specialty | 2023
- **Clio Gold Award:** *Welcome to Wrexham* | Documentary Promo Campaign | 2023
- **Promax Gold Award:** *America Tonight* | News Program Open/Title | 2013
- **Promax Silver Award:** *Real Money* | News Program Open/Title | 2013
- **Promax Silver Award:** *Newsmaps* | In-House Station Image Promo | 2011
- **Additional Recognition:** Creative direction for the Academy Award-winning documentary *Free Solo*

EDUCATION

Bachelor of Arts, Graphic Design
Nottingham Trent University | *Nottingham, UK*