

**Luke Winn**  
Senior Designer

**Contact**  
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no. (+1) 929-266-0222  
location: New York, USA  
portfolio: www.winn.work

**Education**  
Buckinghamshire New University  
High Wycombe, Buckinghamshire, UK  
2011—2015  
Animation, Interactive Media,  
Graphic Design (Bachelor of  
Arts with Honours)

**Employment**  
DesignStudio  
Senior Designer  
New York, USA  
2021—present  
Clients worked with include:  
EA Sports (Electronic Arts)  
Orangetheory Fitness  
Riot Games LoL / League Championship Series  
Riot Games LoL / Wild Rift + Regional Brands  
Alludo (FKA Corel)  
Virgin  
Rho Banking  
Uber  
EA FC Pro  
EA FC Pro World Championships  
Xeal Energy  
LIV Golf  
VCS (Vietnamese Championship Series)  
NWSL  
Mozilla  
Theorem  
Mindot

**Main Role & Responsibilities**  
Acted as Design Director on multiple projects ensuring creative ambition and quality are met. Performed as a Senior Designer on projects such as Orangetheory, Riot Games: League Championship Series & Alludo leading the creative output of projects through every stage and supporting any design related tasks; from immersion to strategy to creative expression and through to implementation. Projects include full rebrand to brand extensions and campaigns. Tasks include generating interesting creative work with strong conceptual and strategic foundations, managing and distributing work within the team overseeing design work to ensure the creative brief is fully explored from concept to completion.  
Awards: Nomination for Transform Award for rebrand work with Orangetheory

**Employment cont.**  
Freelance Design  
London, UK  
2020—2021  
**Main Role & Responsibilities**  
Led brand identity work across sport & entertainment clients with a focus on system creation. Created a sub-identity for AB InBev's esports platform from naming & strategy through design toolkits & asset delivery. Curated a season-long template system for the Premier League, setting direction from functional broadcast needs to expressive campaign applications. Partnered with Amazon Sport during Premier League & Champions League windows to deliver bespoke & reactive visuals for broadcast, product & social.

**Premier League Designer / Design Lead**  
London, UK  
2015—2018  
**Main Role & Responsibilities**  
Sole in-house designer for three years, first to utilize the new brand & bring touchpoints to life across digital, editorial & partner channels. I served as the central output for visual content, covering web, app UI & social, created toolkits to scale production, delivered partner campaigns with Nike & EA Sports, and led the extension of the brand for the USA market while aligning creative with product, content & commercial goals. Alongside these, I worked to illustrate all complete kit assets for each team every season for use across PL Fantasy, match-day app usage and NBC Sports broadcasts.

**Sony Sports / Pulselive Designer**  
London, UK  
2018—2020  
Clients worked with include:  
World Rugby  
FC Barcelona  
Brighton & Hove Albion FC  
Premier League  
Expedia  
Australian Football League

**Main Role & Responsibilities**  
Worked with in-house UI/UX to translate the identity into cohesive web & app experiences, building component libraries & motion principles. Produced illustration, iconography & graphic toolkits and contributed to product design across different platforms.

**Software Skills**  
Working Knowledge of:  
Adobe Creative Suite including After Effects, Figma Suite including Figma Slides, Blender, Spline, Google Suite, Apple Suite including Keynote.  
Familiar Knowledge with:  
Languages HTML/CSS, JavaScript, Git, Microsoft Office Suite, Framer

**Mentoring**  
Mentoring programs include; DesignStudio mentoring program with Mindot teaching brand practices through weekly classes and feedback sessions.

**Misc**  
Writing and creating live experimental projects through brand established as Dial Tone. Creating characters and products exploring themes of bureaucracy, civic identity, and absurdism through interactive design. Project was designed to function as a calling card for creative collaborations, merging humor, design craft, and cultural commentary.