

# Adam Neill

Creative Designer with 7 years experience designing and creating broadcast data graphics, storytelling and managing artists in a fast-paced delivery environment.

## Employment and Experience

### Hawk-Eye Innovations (2018 - Present)

- Jan 2023 – Present

**Creative Standards Manager**
  - Responsible for **visual clarity and excellence** on all media output provided by Hawk-Eye in the largest global sports including Olympics 2024, Euro 2024, Men's T20 World Cup 2024, all Tennis Majors, FIFA World Cup 2022, and many other events watched by billions around the world.
  - Lead the design and development of new, innovative graphics that help **redefine data storytelling** in sport. Design and implement **easy to use UI solutions** that allow easy, flexible graphic control for operators and clients.
  - **Generate new 2D & 3D visualisation ideas.** Guide operators in all departments to create more intuitive and visually stimulating stories using the data visualisation tools available. Drive artists to develop the best new tools they can to help improve storytelling across the business.
  - **Drive and guide creative innovation** across Hawk-Eye's 100+ creative operator pool.
  - **Train and mentor graphics artists and creatives** across the business, improving standards and driving visual innovation in their areas.
  - Establish and maintain **communication** between operations and product teams, ensuring feedback loops are effective and function properly.
  - **Develop creative partnerships** with clients, liaising with top creative minds from BBC, Sky, Amazon Prime, ATP Media, ICC and others to ensure we are aligned to their creative vision.
- Aug 2022 – Jan 2023

**Creative Project Manager - Football World Cup**
  - **Designed, delivered and managed** the roll out of all graphical output at **Qatar 2022** watched by billions of people around the world. Ensured broadcast quality standards were met or exceeded wherever we were on TV/Social Media, including VAR, Semi-Automatic Offside, GLT and our creative deliveries.
  - Helped in the design and implementation of a brand new creative output system; including **output design/creation, task management, regression testing,** and **operator training.** Managed and supported a team of operators both on-site and remotely during the tournament.
  - Worked with clients to design the system's graphical output for use across formats, both on **broadcast,** and multiple **social media channels.**
  - Ensured all creative output **aligned with the clients vision** and adhered to editorial guidelines.
- Nov 2020 – Aug 2022

**Project/Graphics Lead - Cricket**
  - **Led the graphics design, development and delivery** in the Cricket department, providing graphics for over 30+ deliveries yearly. Innovated on graphics creation across other sports, including VAR graphics in football.
  - **Led the cricket team's creative vision,** defined visual excellence and put processes in place to ensure we could always achieve it.
  - Using **Javascript and Adobe Suite,** developed new graphics to help operators tell stories in more clear and compelling ways.
  - **Line managed** a group of operators and graphics creators. Several direct reports progressed swiftly and received promotions into roles we had targeted and roadmapped at the start of our management period.
- Dec 2017 - Nov 2020

**Systems Operator - Cricket**
  - Developed a strong understanding of telling a clear data-led story 2D & 3D graphic visualisation, while making it visually stimulating,
  - Led workshops for a team of 20+ creative operators, showing ideal techniques and priorities when it came to clear and concise storytelling

## Personal Information

### Location

London, UK

### Phone

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### Email

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## Professional Skills

Broadcast Graphic Design  
Broadcast Storytelling  
UX Design  
Time Management  
Communication  
Leadership  
Teamwork  
AgilePM  
HTML, CSS & Javascript

# Adam Neill

May 2016 – Dec 2017	<b>Performance Analysis Intern/Assistant – Hampshire County Cricket Club</b> Designed and maintained a database that compiled and calculated useful statistics and data. Used that data in pre-match reports of my own design, used in game by the coaching staff to help define the tactical direction of the team at key moments
Mar 2017 – Dec 2017	<b>Opta Cricket Analyst – Perform Group</b> Live coding matches in a fast-paced and high pressure environment.
Oct 2015 – May 2016	<b>First Team Performance Analysis Intern – AFC Bournemouth</b> Designed and prepared detailed pre-match reports and tactical analysis including various easy to digest infographics for use by the management team in pre-match meetings and in-game..

## Training

External Training	<b>Affinity Space Leadership Course</b> Affinity Space leadership course taking you through all aspects of leadership <b>Udemy</b> Introduction to HTML, CSS & JS The Complete Graphic Design Theory Adobe Illustrator CC
Education	<b>University of Portsmouth</b> MSc Sports Performance <b>Research Project:</b> Sources of Contextual Information in Cricket Batting and their uses in Anticipating Bowler Behaviour BSc Hons Sport and Exercise Science <b>Research Project:</b> Impression Formation, the Judgement of Player Abilities, and its Impact on Cricket Batsmen Performance