

Dave McMahon

Creative Director • Art Director • Illustrator/Animator

7 Gardner Rd. Cambridge, MA 02139

617-388-2464

dave@davemcmahon.com

experience

Creative Director for Digital Products, Curriculum Associates, 2013-current Design, direct and create experiences for curricular multimedia software with over 4 million K-8 users. Work with Engineering and Editorial groups to ensure that Curriculum Associates digital products lead the education industry for engagement, design, and experience. Vet, direct and manage outside vendors and artists for creative projects, specifically those requiring animation, design, visual research and creative technology expertise. Create rapid prototypes, illustrations, storyboards, flows, interfaces, animation. Work with product development teams to envision, conceptualize and craft future products and next generation curricular materials and games for desktop, tablet and mobile. Work with Usertesting and research teams to ensure the efficacy of all products. Create media for multiple ages, disciplines and developmental stages. Develop brand strategy and cohesion across product offerings. Lead, manage and mentor creative staff specializing in UX/UI, animation, illustration, graphic design and character development. CA's flagship digital product, i-Ready, is a 2013, 2016, and 2017 SIIA CODIE award winner.

Creative Director, 360KID, 2005- 2013. Creative head for leading children's interactive media company. Responsible for all aspects of creative work across a wide range of platforms and experiences including web sites, games, handheld devices, print, broadcast, interactive television, and many others. Create, direct, or oversee all media, including UX, character design, illustration, storyboards, animation, script and copywriting, user interface, sound, music, concept sketches, client branding, and brand management. Working with clients, develop creative strategies to be executed. Direct teams with specific creative goals and guides. Review all media, including character models, animation, illustration and graphic design to ensure quality, fun, brand strictness, and age-appropriateness. Responsible for creative budgeting, staffing and scheduling. Worked with New Business Development team in responding to RFPs. Acted as direct client liaison for creative direction and feedback. Managed and mentored all creative staff, often in excess of twenty-five animators, illustrators, designers, production staff and art directors. Clients include Children's Television Workshop, LeapFrog, Hasbro, Children's Hospital Trust, Pokémon USA, Scholastic, American Public Media, Scholastic, MacMillan/McGraw-Hill, The Girl Scouts of America, Noggin, and Nickelodeon Games. Brands managed include Pixar's Ratatouille, Pokémon, My Little Pony: Friendship is Magic, Littlest Pet Shop, Pound Puppies, The Wiggles, Bob the Builder, LazyTown, Pinky-Dinky Doo, Blues Clues, the Backyardigans, Sesame Street, Elmo's World, and Dora the Explorer.

Art Director, Soliloquy Learning, 2003-2005 Created all user interface graphics and art directed or executed all page layouts for leading education software company with proprietary software directed at teaching literacy. Worked directly with clients including Pearson Learning Group, Charlesbridge Publishing, Scott Foresman, and Harcourt UK to develop branded versions of Soliloquy software. Developed, priced and executed all marketing and collateral pieces, both print and digital. Developed and executed all branding and identity pieces, including design of logos and packaging.

Freelance Art and Creative Director, Illustrator, Animator and Designer, 2001-2003 and occasionally currently. Created a wide variety of illustrations, cartoons, logos, designs and animation for a diverse clientele including PBS.com, Elmo's World, The Zoominis line of educational games, Don Johnston, McKinsey and Company, The Daily Jolt, Craftster.org, Prentice Hall, Make Magazine, and Craft Magazine. Work has included fine illustration, animation, character design, character animation, user interface design, typographic and logo design.

ThingMaker (Lead Animator/Illustrator/Designer), Thingworld.com, 1999-2001 Designed web-based media for leading internet content creator. Designed interfaces, storyboards, animation, illustrations. Developed site designs, user interface and experiences. Clients included Comedy Central, The Daily Show, The World Wrestling Federation, Beastie Boys, Quokka Sports, NFL, and Ty Inc.

Lead Multimedia Designer, Planet Interactive, 1998-1999. Designed Web sites, kiosks, and CD-ROMs for major interactive design firm. Developed over-all look and feel, navigation schemes, interface. Created art, illustration, animation,

skills

Creative direction, art direction, animation direction, media creation and creative strategy. Software skills include Adobe Photoshop, Illustrator, Animate, AfterEffects, Dreamweaver, Premiere, Sketch, InVision, Fontographer, Painter, InDesign, Logic Audio and MIDI, Pro Tools, and a wide variety of sound editors.

Highly skilled illustrator, animator, and designer with experience in pencil, ink, watercolor, oil, gouache, and acrylic in print, on screens, apparel, vinyl and paper. Gallery shows include solo showings at Space 242 Boston and Magpie Somerville.

education

Wesleyan University, Middletown, CT.
Bachelor of Arts 1993
Anthropology/Archaeology.

interests

Great interest in the local arts community, including having organized Bazaar Bizazre, an indie craft fair in Boston, Los Angeles, San Francisco and Cleveland for independent crafters and artists. Founding member, Gag Reflex, Wesleyan University's only improvisational comedy troupe. Professional guitar, bass guitar, piano, and keyboard experience; proficient french horn, ukulele, and trumpet player.