

Dave McMahon

Creative Director • Art Director • Illustrator/Animator

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experience

Creative Director, 360KID, 2009- current. 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 experience design, 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. Work with New Business Development team in responding to RFPs. Direct client liason for creative direction and feedback. Manage and mentor 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, 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, 360KID, 2005-2009. Responsible for look and feel for across a wide range of platforms and experiences including web sites, games, handheld devices, print, broadcast, and interactive television. Directly oversee art and production staff. Review all media, character models, animation, illustration and graphic design to ensure quality. Responsible for project budgeting, staffing and scheduling. Direct client liason. Clients include Pokémon USA, Children's Television Workshop, LeapFrog, Hasbro, Children's Hospital Trust, American Public Media, Scholastic, MacMillan/McGraw-Hill, The Girl Scouts of America. Brands managed include Pixar's Ratatouille, Pokémon, The Wiggles, Bob the Builder, LazyTown, Pinky-Dinky Doo, Blues Clues, the Backyardigans, Sesame Street, and Elmo's World.

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 propreitary 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 Zoombinis 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, storyboards, original music. Designed characters, backgrounds, color schemes, layouts. Clients included The Gap, Old Navy, Banana Republic, The New England Research Institute, The Museum of Science (Boston), The Museum of Technology (San Diego), RSA Security.

skills

Creative direction, art direction, animation direction, media creation and creative strategy. Software skills include Adobe Flash, Photoshop, Illustrator, AfterEffects, Freehand, Dreamweaver, Premiere, Fontographer, Painter, InDesign, Director, DVD Studio Pro, DeBabelizer, Fireworks, Quark, Peak, 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.