

BRAD MACDONALD

65-15 38th Avenue, Apartment 6D • Woodside, NY 11377 • Mobile: 917-209-7680 • Email: mack@bradmack.com • www.bradmack.com

EXPERIENCE

- BELLYDANCE EVOLUTION 2011-Present
Writer/Stage Manager/Musician
- Wrote an original story, *Dark Side of the Crown*, for this internationally touring dance company
 - Stage Manage shows in Japan, Mexico, Venezuela, Argentina, Morocco, Italy, the Czech Republic, Germany and Slovenia
 - Perform as a live percussionist in the shows listed above
- LARGE ANIMAL GAMES, New York, NY 2000-Present
Art Director
- Hire, mentor and manage multiple teams of artists
 - Plan production pipelines and schedule asset creation
 - Facilitate collaboration between art, game design and engineering teams
 - Conceptualize and define look and feel of games
 - Functioned as Lead Artist on over 50 PC Downloadable and Social Network games
 - Contribute concept art for proposals and presentations
- MAMAMEDIA, New York, NY 1999-2000
Senior Illustrator
- Illustrated and designed online applications for children based on constructionist learning theory
- DAGGUS DESIGNS, New York, NY 1997-1999
Founding Partner/Designer
- Co-founded a cross-media design studio primarily serving clients in the entertainment industry
 - Produced, designed and art directed projects
 - Hired and managed developers and artists
 - Performed business development duties and oversaw payroll
- MTV CONSUMER PRODUCTS, New York, NY 1996-1997
Designer
- Core member of MTV's first Consumer Products department
 - Designed print media, packaging, and products for Beavis and Butt-head, Daria, MTV Sports, and VH1
 - Loaned across Viacom design departments to pinch hit on development of show logos
- MTV ANIMATION, New York, NY 1994-1996
Layout Artist, *The Head* and *Bootzilla* pilot
Inbetweener, *Beavis and Butt-head Do America*
Pencils for the graphic novel, *The Head: A Legend Is Born*
- Created layouts for Season 2 of *The Head*
 - Created layouts for a pilot starring funk pioneer Bootsy Collins as a superhero
 - Inbetweened demons in the hallucination scene from *Beavis and Butt-head Do America*
 - Collaborated with two other artists to illustrate the graphic novel, *The Head: A Legend is Born*
- WESTERN HERALD, Kalamazoo, MI 1989-1993
Editorial Cartoonist
- Wrote and illustrated a daily editorial cartoon for four consecutive years

EDUCATION

- Western Michigan University, Kalamazoo, MI 1989-1993
Bachelor of Graphic Design, Bachelor of Media Studies

SPEAKING ENGAGEMENTS

- GDC CHINA, Shanghai, China 2009
Finding the Artistic Soul of Your Social Game

VIDEO GAMES EXPO (VGXPO), Valley Forge, PA 2007
Specialization in the Visual Arts

HI-RES VS. LOW-RES, New York, NY 2005
Hi-Res VS. Lo-Res: A Game Design Debate

PRESS

GAMASUTRA.COM
GDC China: Large Animal's MacDonald On Creative Direction For Social Games
www.gamasutra.com

THE NEW YORK TIMES
When Playing Video Games Is Not Just a Waste of Time
www.nytimes.com

GAMEDEV.NET
Interview with Large Animal Games
www.gamedev.net

WRITING

BELLYDANCE EVOLUTION
Dark Side of the Crown
• Wrote an original story, *Dark Side of the Crown*, for this internationally touring dance company

BELIEFNET.COM
Tom Bee Brings Native American Music to a Higher Level
www.beliefnet.com

The Dead Can Dance; The music of funeral rites from around the world
www.beliefnet.com

PERSONAL PROJECTS

PUBLIC URBAN RTUAL EXPERIMENT 2004-Present
Musical Coordinator, NYC Chapter/Percussion
www.puredance.org

DJINN 2006-Present
Percussion
www.djinnNYC.com

SELECTED CLIENT LIST

Nickelodeon
Tommy Hilfiger
Warped Tour
CNBC
SciFi Channel
LEGO
Beliefnet
Ralph Lauren
MTV
VH1
Nascar
The NFL
Epitaph Records
L.A. Galaxy
Disturbed
The New York Philharmonic
Mattel
Starz Network