

Martin McDonald

Art Director

- Seasoned Art Director with over 25+ years experience in the Video Game industry
- Over 40 titles released to market
- Skilled at managing and building teams up to 30 people
- Proven experience taking product from concept through launch
- Consistently delivering titles on time and on budget.
- Experienced at evaluating and managing art outsource companies
- Platforms: PC, Xbox, PS4, Switch, iOS, Android, AR and VR experience
- Genres: Episodic, Shooter, Platform, Fighting, Casual, Interactive Movie and Racing

Experience

TELLTALE GAMES ART DIRECTOR Oct 2015 – Sept 2018

Products: - Batman Season1, Batman Season2, Stranger Things.

- Environment, character and UI art team management
- Provide concept art teams with vision and drive product design
- Consistently strive to deliver quality
- Managed outsource asset creation
- Effective time saving art workflow creation
- Employee acquisition and career development
- Project schedule and scope management
- Cinematography, Lighting and Video editing
- Graphic design and 2D image manipulation

EVERGREEN STUDIOS ▪ ART DIRECTOR ▪ Sept 2012 – Sept 2018

Products: - Walking With Dinosaurs photo adventure app, Tales of Honor the Secret Fleet App.

- Managed and led a new internal art department.
- Identified and recruit talent for game, webisode and app design and production.
- Design and manage internal and external creative initiatives from pitch presentations to product launch.
- Design and produce marketing material for all digital / print advertising and promotion.
- Director of Internal and external video, green screen, mo-cap, BTS and VO requirements.

SONY PLAYSTATION ▪ ART DIRECTOR ▪ July 2010 – Aug 2012

Products: - Game Multimedia Design for Video, Web and Print, Sony's new collectables line.

- In-house director for all solo, run and gun or full crew based shoots.
- Recruited new talent for department.
- Designed and produced creative for product and marketing video requirements.
- Designed, built, managed and maintained the 1200 sq. ft. in-house green screen sound stage and equipment.
- Recruited new talent for department.

KUJU AMERICA ▪ FOUNDER / CREATIVE DIRECTOR ▪ 2007 – April 2010

Products: - Circus Games, Circus Games II & Sii Sports.

BRIGHT THINGS, PLC ▪ CREATIVE DIRECTOR ▪ 2005 – 2007

Products: - Bubble hardware design plus 16 software titles based upon the BBC suite of children's programs, HSM DVD dance.

CRYSTAL DYNAMICS ▪ LEAD ARTIST ▪ March 1999 – Feb 2005

Products: - Tomb Raider Legend, Snowblind, Whiplash, Disney Racing, Soul Reaver II.

SHINY ENTERTAINMENT ▪ LEAD ARTIST ▪ June 1998 – March 1999

Products: - Wild 9, Messiah.

Personal Info

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Skills

Team Management
Excellent Communicator
Works Well Under pressure
Decision Maker
Self-Motivated
Strong Leader
Highly Adaptable
Team Player
Strong Creative Vision

Other Skills

Directing:

Live action
Green screen
Mo-cap
VO sessions

Photography:

Videography:

Editing:

Education

Southport College of Art and
Technology

Majored in

Graphic Design - Photography

D.A.T.E.C. In Graphic Design

N.W.R.C. In Graphic Design

N.W.R.C. In Photography