DANIEL MCKAY

PRODUCTION DESIGNER // SENIOR MOTION GRAPHICS // 3D GENERALIST

EXPERIENCE

2005-2007
Senior Graphic Designer
Champion Data (Australia)

I worked full time as a senior graphic designer for Champion Data, a leading statistics provider for a variety of sporting codes, as well as an up and coming graphics production facility. Requirements of the job role included the following:

- The design and implementation of sporting graphics for television.
- 3D design and creation of sporting team logos, channel broadcast logos and elements of television graphics.
- Design and production of print-based graphics.
- Re-design of company branding, stationery, and program interfaces to provide a more consistent identity.
- Liaise with clients to develop and establish a final design.
- Travelling domestically and overseas to work on-site, and providing off-site support to broadcast crews outside of business hours.
- Expanding knowledge and methods of graphical package production to provide a more efficient, reliable and stable product.

2008
Vizrt Designer
Sky Sports - UK

I worked as a freelance designer for Sky Sports where I developed promotional graphics for breaking news items. Answering to various producers, projects were met with tight deadlines, strict broadcast guidelines, and the requirement for innovative ways to display otherwise bland information.

2008
Motion Graphics Designer
SPOV

I worked as a freelance 3D animator/motion graphics designer for a well established company named SPOV. Working on a Discovery Channel documentary, my role was to model, texture, light and animate various cut-scenes for the series, as well as rendering passes and compositing my final scenes in After Effects. I also acted as an assistant to the VFX Supervisor, compositing various shots and creating additional imagery for required scenes.

2008 - 2013
Head 3D Generalist
Motion Graphics Designer
FLOCK London

I worked as the lead 3D animator/motion graphics designer for an up and coming company named FLOCK. Here, I worked on a variety of projects, both individually, and leading a team of up to 8 people. My role involved concept design and implementation, client liaising, project management, and over-seeing the team(s) of freelance designers on various projects. Clients included the BBC, MTV, ITV, The Discovery Channel, National Geographic, and Channel 4, and covered several mediums from television intro sequences and in-show graphics, to film sequences, and corporate videos.

2013 - Current
Production Designer
Motion Graphics Designer
3D Generalist
TOYBOX

During my 13+ years at Toybox, I have done and seen it all. Covering everything from 2D illustration, graphic design, motion graphics, concepting, on-set directing, and 3D generalist tasks through to larger (long-form) projects as Production Designer. My roles are diverse, and I am just as comfortable working alone, as I am in a larger group, or over-seeing a team. I have plenty of experience fostering relationships with clients - listening to, and understanding their needs, designing worlds, and exceeding expectations. Clients have included ASB, Co-Op Bank, Spark, One, AMI, AT, TAB, Kiwibank... pretty much any Kiwi brand you can think of!

Some of the larger highlights include:

- The Production Design of the 10 episode animated series, ‘Sherwood’, for YouTube originals (over 15 million views for episode 01 alone).
- The design and execution of the Kei Konei Koe (You Are Here) installation at The Auckland War Memorial Museum : (https://tinyurl.com/yukefb5b)
- The design and execution of the projection display at Te Puawānanga Science and Technology Centre (MOTAT, Auckland) : (https://tinyurl.com/bdh9yhy4)

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EDUCATION

1999
Massey University
(New Zealand)

Completed first year Bachelor of Technology Degree,
specialising in Information Systems Engineering

2000-2002
Wanganui School of Design
(New Zealand)

BCGD (Academic High Distinction)
Bachelor of Computer Graphic Design

2003
Wanganui School of Design
(New Zealand)

BCGD (honors) (Academic Distinction)
Bachelor of Computer Graphic Design (honors)

SKILL BASE

Proficient

Adobe Suite, Unreal Engine, Maya, Zbrush, Substance Painter/Designer

Some experience and currently exploring

Blender, Rive, Figma, Comfy UI (and general merging of traditional/AI workflows)

REFEREES

Nanette Miles
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THANK YOU FOR YOUR TIME...