

BLAKE McWHIRTER

Ad ART DIRECTION **Id** INTERACTIVE DESIGN **Md** MOTION DESIGN

<http://www.iblakestudio.com>
studioblake@att.net

QUALIFICATIONS PROFILE

Experienced in design for a wide variety of industries, creating new horizons in interactive media. Most often found delivering visual and interaction design guidelines for award-winning digital products. My main career focus is interaction design including visual design, branding, and application concept development. I am looking forward to combining all my disciplines and experience to create a cohesive design environment.

EDUCATION

Ringling College of Art and Design, Sarasota, FL
Associate of Arts - Illustration / Graphic Design
Video Symphony, Burbank, CA
University of Washington, Seattle, WA
Wenatchee Valley College, Wenatchee, WA

AWARDS

Multiple Silver Medallion Winner - promaxBDA
Station Identity WGNO TV
Outstanding Website - Webawards .org
Harry Potter theatrical website
Best Official Movie Site - Movies.com Awards
Harry Potter theatrical website

EXPERIENCE

- Ad Id Md** **Deloitte**
Graphic Design Manager 07.2017 - present
Currently, focusing on creative for business pursuits.
Designing compelling presentations, interactive and video content.
- Ad** **Studioblake - (freelance/contract)**
Creative Director 08.2000 - 01.2016
Creative design consulting.
- Ad Id Md** **The Walt Disney Company**
Senior Visual Designer 02.2016 - 09.2016
Creating brand aware interface design and visual design guidelines for interactive products.
▪ DisneyMoviesAnywhere.com ▪ RedeemDigitalMovies.com
Managed a seamless design pipeline in collaboration with application developers, marketing and product owners.
- Ad** **Studioblake - (freelance/contract)**
Creative Director 08.2000 - 01.2016
Creative design consulting.
- Ad Id** **The Walt Disney Company**
Production Designer 03.2015 - 08.2015
Creator of the design guidelines for Disney Movies Anywhere. Developed interactive concepts and specifications for multiple application designs.
▪ Wireframes and workflows ▪ Interactive animation
▪ Design guidelines
- Ad Id Md** **Twistory Entertainment Studios**
Art Director 02.2014 - 12.2014
Created unified user experience and brand design guidelines, throughout all studio divisions.
▪ Executive presentations ▪ Product prototypes
▪ Branded media and products
- Ad Id** **Technicolor**
Senior Visual Designer 12.2009 - 01.2014
Successfully integrated the new brand design and philosophy into application interface design.
▪ UX/UI concepts ▪ Brand guidelines ▪ Patented UI design
- Ad Id Md** **Disney Consumer Products**
Interactive Designer 04.2008 - 11.2009
Translated the DCP brand strategy into online tools and immersive digital experiences.
- Ad Id Md** **NBC Agency / Avatar Labs**
Interactive Designer 10.2006 - 04.2008
Creative lead for interactive theatrical and broadcast rich media campaigns.
- Ad Id Md** **Warner Bros. Online**
Senior Interactive Designer 11.1999 - 10.2006
Project lead for award-winning Harry Potter and many other theatrical websites. Design lead for "Entertainment", a streaming content discovery platform.
▪ Harry Potter theatrical websites
- Ad Id Md** **futureEngine**
Art Director 01.1998 - 01.2000
User experience design and content creation for entertainment and technology products.
▪ B97 Interactive Music Player ▪ Mark Isham website
- Md** **New Wave Entertainment**
Video Finishing Artist 11.1997 - 01.1998
Creation and delivery of motion graphics, for theatrical and broadcast promotions.
- Ad** **Adrienne Weiss Corporation**
Art Director 12.1996 - 11.1997
Created brand concepts and strategy presentations for entertainment venues.
- Ad Md** **WGNO TV**
Art Director 04.1984 - 03.1996
Station identity and broadcast graphics.
Art Director for the game show "N.O. It Alls", produced by the late Brandon Tartikoff.