

# TYRONE MCFADDEN

CALL 416-322-7874

tyronem@rogers.com

www.designstudioinc.ca

## ABOUT ME

14 years of experience as an art director, designer, illustrator and instructor

5 Design Award nominations (1992), two wins

5 Design Award nominations (1993), one win

3 Design Award nominations (1994), one win

6 Design Award nominations (1995), four wins

2 Design Award nominations (1996), one win

2 painting exhibitions (Vancouver and Oslo Norway)

International silver medal Design for Neena Paper design competition

## EDUCATION

Graduate of Sheridan College's post graduate Computer Animation program (1997-98)

Fine Arts  
Drawing / Sculpture  
The University of Manitoba  
(1990-92)

Traditional Animation  
The National Film Board  
(1996-97)

Video Production  
Wrote & directed Short Film  
Video Pool -Winnipeg  
(1988)

Film Production -  
The Winnipeg Film Group  
(1988-89)

2001 (April) - present

### DESIGN STUDIO INC Creative Director / Designer / Animator

Responsible for: all design (character, look, text, backgrounds), art direction, production, animation and for various commercials, series playback and print projects.

Clients: Lions Gate Films (Tracker), Rentway (US), Global (the Men's Channel), The Fort Garry Hotel, Ernest & Julio Gallo, Upper Canada Soap, Y&R and Microsoft.

1999 - 2001 (April)

### TOPIX CG Director / Designer / Texture Artist / Compositor

Responsible for: all design (character, look, text, backgrounds, etc), digital assembly, animation and team leader for various high profile character based spots.

Clients: Capt'n Crunch, Kellogg's Uder the Cow - Cereal bar spots for 7 countries; Taco Bell, Pop Tarts, All Bran.

1999 (4 month contract)

### CBC / GVFX Art Director / Designer / Compositor

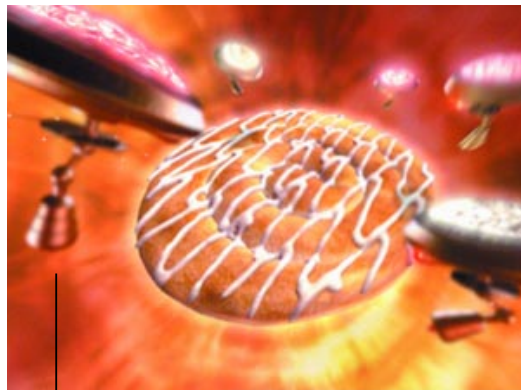
Responsible for: all of the design, animation, assembly and art direction for the playback screens and control panels in the CBC feature production "Must Be Santa".

1998

### TWISTER DIGITAL DESIGN Art Director / Digital Artist / Animator

Responsible for: the design, digital assembly and effects for broadcast and commercial productions.

Clients: Mattel, Indigo Books, WTN, ABC, CTV, Global Television, CBC, The Royal Bank, Ericsson, Sony Music.



Frame from Pop Tarts "Danish" commercial.  
(art direction, character design, modeling and background painting / animation).

1998 (part time)

### LIVING ARTS CENTRE Instructor

Responsible for: the instruction of animation principals, design, applications and traditional theory.

1994-1997

### DESIGN ASSOCIATES a full-service advertising and interior design agency Creative Director / Partner

Responsible for: all creative produced - design, art direction, concepts, illustration, layout and digital assembly.

Some Clients: Mondetta Clothing, The Fort Garry Hotel, Shelmerdine Nurseries, Winnipeg 2000, Tamarack, Kaizen Pharm., Applied Multimedia, Loring Ward Invest.

"...ONE OF THE MOST  
**EXCEPTIONAL** CREATIVE  
TALENTS I HAVE EVER COME  
ACROSS..." PAUL MOREAU, LORING WARD

1994-1995

### APPLIED MULTIMEDIA TECHNOLOGY CENTER Head Instructor / Curriculum Director

Responsible for: the instruction of college classes on the principals and application of design /assembly for multimedia/3d and print. Created the class curriculum, lesson plans, and tests, emphasizing a hands-on real world approach. Direction other instructors.

1990-1994

### CLARK COMMUNICATIONS

a full-service advertising agency  
Creative Director / Partner

Responsible for: all creative produced - art direction, concepts, illustration, layout, client relations, including producing all levels of digital assembly.

Some Clients: KFC, Parks Canada, Investors Group, Earth Day International, CBC, International Institute of Sustainable Development, Mr Noodle.

1988-1990

### EMPIRE WATER WORKS Technical Illustrator

Responsible for: technical airbrush and ink illustrations, composition.

# REFERENCES



March 10, 2000

To whom it may concern

**Re: Tyrone McFadden**

Mr. McFadden has been responsible for the design aspects of marketing for the Hotel Fort Garry for the past six years. His work has been exceptional, evidencing both creativity and sophistication. Mr. McFadden also showed himself very competent in being able to run with an idea from start to finish.

I would have no hesitation in recommending him in the field that would help him develop more fully his considerable talents.

Sincerely,

Richard Bel  
Managing Partner  
Hotel Fort Garry

(204) 942-8251 fax (204)956-2351 or 1-800-665-8088



**LORING WARD**  
INVESTMENT COUNSEL LTD.  
A MEMBER OF THE ALLIANCE GROUP OF COMPANIES



March 7, 1997

Dear Sir/Madam:

I have known Tyrone for a number of years in a professional capacity and have retained him as a Design Director for a number of significant projects. I have also become very familiar with the work for other clients as well.

He is one of the most exceptional creative talents I have ever come across and I have worked with some of the brightest creative/design people from top advertising and communications agencies in North America. Tyrone would find an open door at any of these world-class organizations, if he had not chosen to start his own design firm, with which he is doing extremely well.

Computer Animation is a natural extension of his talents and because and because of the company he has built, he has the ability to put what he learns through this course into immediate action by designing creative animations for his clients. He is one candidate who knows what he wants, he would be an exemplary addition to any creative team.

LORING WARD INVESTMENT COUNSEL LTD.

Paul J. Moreau  
Manager, Advisor Services Group

Commodity Exchange Tower 1500 - 360 Main Street, Winnipeg, Canada R3C 3Z3  
Tel: 204) 957-1730 1-800-2671730