

# Blake McWhirter

Creative Director | Art Director  
[studioblake@att.net](mailto:studioblake@att.net)

<http://www.iblakestudio.com>

## SUMMARY

Motivated Creative Director / Art Director, well versed in broadcast, print, and interactive experiences. Maintaining constant vigilance towards trends, fashion, music, art, and technology. Operating with a creative agenda infused with technology. Currently defining processes that promote creativity.

## CORE COMPETENCIES

**Creative Direction**  
**UI/UX Design**

**Art Direction**  
**User-Centric Design**

**Brand Experience**  
**Broadcast Design**

**Creative Mentoring**  
**Visual Design + Animation**

## WORK EXPERIENCE

**studioblake** **Creative Director** **06.2000 - Present**  
Creative Direction and Art Direction focused on entertainment and interactive media experiences.

**The Walt Disney Company** **Production Designer** **03.2015 - Present**  
Maintaining the creation of design style guides. Developed interactive concepts, mark-up and specifications for application development. Successfully integrated visual design into agile workflow.

**Twistory Entertainment Studios** **Art Director** **02.2014 - 12.2014**  
Created standardized UI/UX design and documentation throughout studio divisions. Designed presentation tools and style guidelines for multiple properties.

**Technicolor** **Senior Visual Designer** **12.2009 - 12.2013**  
Applied hybrid design strategy to media consumption application design. With early to market objectives, applied the Technicolor brand strategy to software experiences. Researched user experience concepts and integrated visual design to product interfaces.

**Disney Consumer Products** **Interactive Designer** **11.2007 - 11.2009**  
Translated the DCP brand strategy into online tools and immersive experiences. Used custom collaboration tools to distribute DCP's brand and marketing strategy. Customized SharePoint and Omniture tools for brand research.

**NBC Agency / Avatar Labs** **Interactive Designer** **09.2006 - 11.2007**  
Art direction and design focused on theatrical and broadcast promotions. Lead creative for Rich Media theatrical and broadcast ad campaigns.

**Warner Bros. Online** **Senior Interactive Designer** **01.1999 - 07.2006**  
Consistently informed creative efforts for interactive promotions. Coordinated multiple designers and developers, in award winning entertainment promotions and products.

**futureEngine** **Art Director** **11.1998 - 12.1999**  
Created experimental content concepts and brand modelling for entertainment and technology clients. Executed advanced interactive art direction and content design strategy.

**NewWave Entertainment** **Finishing Artist** **10.1997 - 11.1998**  
Dedicated consultant, finishing artist for broadcast and film trailers. Expert application of AfterEffects compositing and animation, focused on title animation and broadcast typography.

**Adrienne Weiss Corporation** **Art Director** **08.1996 - 09.1997**  
Created brand concepts and strategy presentations for entertainment venues. Focused work in architecture, interior design, branded spaces, and media events.

**WGNO TV** **Art Director** **02.1984 - 07.1996**  
While at WGNO TV, created and executed creative briefs for station identity and show brands. Art direction for award winning media environments and show identities.

## EDUCATION

Ringling College of Art + Design	Associates in Arts	1980 – 1983
Wenatchee Valley College	General Studies / Art	1979 -1980
University of Washington	General Studies/Drafting	1978 -1979

## AWARDS

<b>4 BDA Silver Medals</b>	Broadcast Graphics	WGNO-TV
<b>Best Official Movie Site</b>	HarryPotter.com	Warner Bros.
<b>Outstanding Website</b>	HarryPotter.com	Warner Bros.