

## ■ Craig O'Donnelly

Motion Picture Advertising Creative & Motion Designer

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### ■ EXECUTIVE STATEMENT

- ⦿ The first thing you should know about me is that I'm passionate about what I do. What I do is provide Motion Picture Studios, Trailer Houses, Ad Agencies and Film Producers creative, on-target, problem solving design solutions for motion picture advertising (and more!), as I have done for over 15 years. What I bring to the table is creative direction, consultation, title & logo design, and motion graphics for theatrical trailers, TV Spots, feature films, visual effects and DVD content. Not to mention movie poster design, motion poster concepts and animation, and compelling, structured copywriting. I also have produced and designed creative content for major motion picture studios, creative advertising agencies, independent studios and producers, and distribution companies.

### ■ EXPERIENCE

- ⦿ **2010 – 2015 Craig O'Donnelly Design** craigodonnelly.com  
Owner and Creative Director  
  
Consultation & Creative Services for Motion Picture Advertising including Creative Direction & Concepts, Motion Graphic Design & Production, Visual Effects Design & Production, Print & Web Design, Creative Editorial, and Copywriting.  
  
Current clients include;  
Discovery Studios, Seismic Productions, Wilma TV (a Discovery Channel Production Company), United Front Design, Toy Box Entertainment, and Soapbox Films.
- ⦿ **2011 – 2013 Toy Box Entertainment, Inc.**  
Graphics Department Head, Senior Graphics Designer & Art Director  
  
Responsibilities included; Creative Direction, Motion Graphics Design & Production, Corporate Website Design. Designed and creatively directed Toy Box's graphics team on multiple, simultaneous projects on tight deadlines for major Hollywood studios and corporate client campaigns.
- ⦿ **2008 – 2010 FDE, Inc. and Subsidiaries (MAX-Q, LLC, Black Box Creative Group)**  
Co-Founder, Creative Executive Partner and Creative Director  
  
Became a founding partner at FDE Inc. through corporate acquisition of MAX-Q, Inc. in 2008. At FDE, MAX-Q, LLC & Black Box Creative Group, continued my MAX-Q responsibilities (see next under MAX-Q, Inc.) which included; Client Relations, Creative Director for Client Campaigns, Art Direction, Strategic Corporate Planning, Technical Infrastructure Design, and Workflow Consultation & Implementation.

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- ⦿ **2005 – 2008 MAX-Q, Inc.** a Creative Motion Picture Advertising Agency  
Co-Founder & President

### EXECUTIVE & CREATIVE RESPONSIBILITIES

Responsible for all corporate strategic, workflow, infrastructure planning and development. My partner Gene Gamache & I created, produced Theatrical Trailers, Television Spots and Radio Campaigns for Major Motion Picture and Independent Film Studios, (complete client list available on request). We also became an industry leader in developing marketing for the underserved independent film community, creating studio-quality Theatrical Trailers, Sales Reels, Websites and Print and developed productive relationships with Independent Production Studios, Producers and Filmmakers. Creative Responsibilities included; Directing Campaigns, Creative Direction, Producing AV, Motion Graphic Department Head, Art Director, Lead Designer, Lead and managed company employees and freelance personnel. Head copywriter.

### COMPANY INFRASTRUCTURE DESIGN & DEVELOPMENT

Conceived and created a custom, secure, integrated database system utilized for automating studio and client contact data, organizing job creative notes, scripts, music cue sheets, voice-over sessions, a media library database for tracking and documenting valuable and sensitive client media resources, vaulting media resources and documenting its "chain of custody" for possible studio security media audits. This system also includes a job financial tracking and invoicing module and a company asset database for tracking and documenting equipment, software, and office durable goods assets. This system was also utilized for various utilitarian functions such as creation and documentation of shipping and media labeling which was integrated into the billing system. I also conceived, designed and implemented MAX-Q's technical infrastructure, which included its IT systems, AV systems, Post-Production systems, and the AT&T AV Fiber system for on-demand live presentations to studio executives of creative materials.

- ⦿ **1998 – 2005 ASPECT RATIO, INC.**  
Motion Graphics Head Designer & Animator

Became Head Designer in 2000. Promoted to Department Head / Senior Designer in 2001. The graphics department was charged with producing motion graphics in an intense, deadline-driven atmosphere for hundreds of this trailer house's high-quality advertising campaigns.

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### ■ EDUCATION

- ⦿ 1980 - 1984 **Art Center College of Design, Pasadena CA**  
BFA program in Film Production and Critical Studies including Film Production, Directing, Cinematography, Sound Design and Production class taught by Academy Award® Winner Bob Leonard, (inventor of Sensurround), Film Criticism and Analysis, Screenwriting, Graphic Design, and Animation.
- ⦿ 1977 - 1979 **University of Houston, Houston TX**  
BFA program in Fine Arts. Scholarship in Fine Art and Photography. In addition to the required BFA curricula, I studied Life Drawing, Painting, Design, Color Theory and Art History. Highlights included a fine art photography class taught by George Krause.
- ⦿ 1974 – 1977 **High School for the Performing & Visual Arts (HSPVA), Houston TX**  
Diploma. Majored in Fine Art & Photography. Participated in a three-year program in Art History at this innovative Houston magnet school, one of the first in the country with admission by portfolio review and audition.

### ■ AWARDS

- 33rd Annual Hollywood Reporter Key Art Awards – *Best Motion Graphics* (1st Year Awarded)
- 33rd Annual Hollywood Reporter Key Art Awards – *Best Comedy TV Spot* (Graphics)

### ■ REFERENCES & CURRENT WORK LIST ON REQUEST

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### ■ SKILL SETS

Creative Director	Art Director	AV Creative Producer
Team Management	Motion Graphics Producer	Creative Editorial
Animation Director	Feature Main Title Concepts	Logo Design & Animation
Concept Ideation	2D, 3D & Stereoscopic	VFX Supervision
Storyboard Artist	Copywriting	VFX Design & Production
Rotoscoping	2D & 3D Tracking	Post Supervision
	Workflow Design	

### ■ SOFTWARE

	Adobe CC Suite	
After Effects CS6, CC	Adobe Photoshop CS6, CC	Adobe Illustrator CS6, CC
Adobe Premiere Pro	Adobe InDesign	Adobe Media Encoder
	Maxon Cinema 4D	
3D Generalist	Stereoscopic Graphics	Workflow
	Final Cut Studio	
Final Cut Pro	Compressor	Soundtrack Pro
	Filemaker Pro Advanced	
Database Solutions	Ad Agency Database Developer	
	Microsoft Office	
Word	Excel	Powerpoint