

# TYRONE MCFADDEN

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CELL 416-578-5348  
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## ABOUT ME

13 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 Produced 10 minute Film Video Pool - Winnipeg (1988)

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

2001 (April) - present

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

Responsible for: the design, assembly, animation and art direction for various commercials, playback and print design. Including various subcontracted jobs from Spin, Studio Upstairs, Gajdecki (GVFX), Topix.

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

1999 - 2001 (April)

### TOPIX Director / Designer / Animator

Responsible for: the design, digital assembly, animation and direction for various international commercials.

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

1999 (4 month contract)

### CBC / GAJDECKI VFX Art Director / Digital Artist

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

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



Feature article on up and coming young entrepreneurs.

1998 (part time)

### LIVING ARTS CENTRE Instructor

Responsible for: the instruction of animation principals, 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, Tamarack Clothing, Kaizen Pharmaceuticals, Applied Multimedia, Loring Ward.

1994-1995

### APPLIED MULTIMEDIA TECHNOLOGY CENTER Head Instructor

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

"TYRONE'S WORK IS OF AN EXTREMELY HIGH CALIBRE..." CHRIS WALLACE, TOPIX

1990-1994

### CLARK COMMUNICATIONS

a full-service advertising agency  
Creative Director/Partner

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

Some Clients: KFC, Parks Canada, Investors Group, Earth Day, Canadian Broadcasting Corporation, International Institute of Sustainable Development.

1988-1990

### EMPIRE WATER WORKS Technical Illustrator

Responsible for: airbrush and technical ink illustrations, composition.

## REFERENCES



**THE FORT GARRY HOTEL**

March 10, 1999

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 five 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



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.



Canada R3C 3Z3 Tel: (204) 957-1730 1-800-2671730

June 1, 2001

To whom it may concern,

Tyrone McFadden has worked as an Animation Director / Designer at Topix for over two years. During this time, he has always shown his strong aptitude at creative problem solving and personal dedication to projects at hand. Tyrone's standard of work is of an extremely high calibre and this is reflected by our clients who specifically request his services.

I strongly recommend tyrone with his considerable demonstrated design and production skills, easygoing personality and his ability to complete projects on schedule.



Chris Wallace,  
President  
TOPIX

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