



Pat McArthur

Art Director » Senior Designer

www.patmcarthur.com
805.231.9220
470 Helga Ct. Thousand Oaks, CA 91320

EXPERIENCE

Tag – Westlake Village, CA 2018– 2022
Senior Designer

- Designed 360 degree internal communications as well as customer facing communications for Amgen and other Fortune 500 brands.
- Designed identity packages for new internal teams as well as creative for marketing campaigns including tradeshow designs, creating and sourcing various collateral and promotional items as well as online advertising, animated videos, website design and social media.
- Conceptualized and designed successful animated banners for many of Amgen's top brands with national spots
- Created user flows for an internal Amgen website that streamlined the whole health benefits

Skyrocket – Playa Vista, CA 2014 – 2018
Senior Designer

- Created compelling and distinct packaging and collateral for print and digital advertising for a CPG start-up focused on developing, innovative toys. Drones, robots, VR, a Chocolate Pen and a next-gen laser tag game were some of the various types of toys I was in charge of building brands for. Drew upon extensive design background and collaborated with company's Creative Director who I worked with at Jakks Pacific, to drive artistic vision from concept to production.
- Developed identity systems as well as key art for packaging, pop displays, pdq trays, header cards and digital advertising.
- Performed video editing for nationally televised commercials; additionally supported company's outsourced web design development by creating key art and supporting graphics to tell the story. Specialized in brand identity, 3D rendering and photoshop effects.
- Edited sizzle videos, created animated and static social media banners and national print ads
- Designed and built tradeshow signage for annual shows in Bentonville, ComicCon, the New York Toy Fair and Hong Kong Toy Fair as well as sales meetings in our LA showroom all including creative custom build-outs, signage, props and lighting.
- Rebranded the Skyrocket identity to align with the company's innovative tech-forward thinking.
- Was requested to teach employees some of the finer points of Adobe Creative Suite due to extensive use and knowledge of the product.
- Was a driving force and integral part of helping a start-up become a Fortune 5000 Fastest Growing Private Company within 3 years.

Patrick McArthur Design – Thousand Oaks, CA 2002– Present
Art Director

Clients: People Pack, Statement Studios, Abydos Entertainment, Zero-G Studios and NoWay Studios, Skyrocket, Triad Diversity Training
Developed identity systems, printed collateral, digital advertising and web design for entertainment and CPG industries. Produced and edited promotional videos as well as developed a flash-based interactive website and marketing collateral for displaying the physical studio space.

- Rendering key art for Star Wars and other popular toys. I tackled everything from fur to reflections and learned alot along the way.
- Abydos/Frank Capra Jr. – I created a layout as well as a marketing plan for a virtual reality company wanting to make a working studio/theme park near Foxwoods, with an entrepreneurial client, familiar with Frank Capra Jr. who was excited about the idea. The main premise behind the company was to shoot the most beautiful and intriguing spots in the world with a multi-camera rig and present it in his theme park as well as in installations at casinos, theaters and custom VR restaurants. His vision included a mobile version via 18 wheel VR rigs, all of which I visualized for the fund raising stage of building his business.

Jakks Pacific – Malibu, CA 2007 – 2012
Senior Art Director

Developed branding for innovative toys and videogames. Started as Senior Designer for the Interactive Department, producing and updating identities, dynamic packaging structures as well as creating all the art including icons, graphs and whatever was needed to tell the story each toy had to tell. Designed UX/UI for websites and elaborate trade show booths. Directed three in-house designers and contracted with photographers, illustrators, set builders and web developers.

SPECIALTIES

LOGOS AND ICONS

Having worked in the toy industry for years, I got really good at making logos and icons since we needed so many. From pharma to toy, I have learned to make for all styles.

PACKAGING

While working for startups like Skyrocket, I was designing a new line every 3-4 weeks including all the imagery and icons, the structure and product positioning were my strong suit.

PRESENTATIONS

Concise and full of thoughtful transitions with a consistent look and theme that pulls it all together.

WEB DESIGN

Interactive and animated with meaning and purpose to engage the audience to watch and learn and let alot of information get broken down and organized.

2D & 3D ANIMATION

My passion for learning new ways of animating is a tireless ambition that I love to indulge in as technology brings us new and inventive ways of creating animation.

EDUCATION

Art Center College of Design
B.F.A. Graphic Design and Packaging

San Diego State University
A.A. Business

SKILL LEVELS



TECHNOLOGY

Adobe Creative Suite
Microsoft Office
Figma
Dora
Asana
Unreal 5
Blender
Spline
KeyShot
SketchUp

TECH LEVELS

