

PAT McARTHUR

Art Director » Senior Designer

A vision-driven Art Director & Senior Designer with more than 15 years of progressive experience creating and implementing effective brand strategies with high quality assets and innovative designs within highly competitive international industries, working under tight deadlines. An accomplished and efficient team leader with a strong needs assessment aptitude and a unique project management style, ensuring a balanced approach to solution design, technical feasibility, and overall project success. Dedicated to maintaining a professional reputation built on performance and integrity.

Tag – Westlake Village, CA

2018- 2022

Senior Designer

- Designed 360 degrees of 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 videos for commercial sizzles, created animated and static social media banners and developed print ads to run in national magazines.
- 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.

Key team player in several Skyrocket award wins including:

2018 Nominee for a TOTY/Toy of the Year Award for "Recoil"

2018 & 2017 Nominee for TOTY for the "Sky Viper v2400FPV HD"

2017 Parent Choice Award® for the Real Cooking® "Princess Cakes Deluxe Baking Set"

2016 TOTY Award for the "Chocolate Pen", also under the Real Cooking® line

2016 Toys"R"Us "Vendor of the Year" Award

2016 Inc. "Top 5000 Companies" Award

2016 Walmart "Chosen by Kids" award for the "Sky Viper v2400FPV"

2016 NPPA win for "Mebo"

2015 NPPA win for the "Sky Viper Nano Drone"

Parent Choice Award® for "Fuze Wheel Writer"

Additional noted contributions include:

- Rebranded the Skyrocket identity to align with the company's innovative tech-forward thinking.
- Helped train Interns and Designers to work efficiently and effectively with an iterative design approach that would reflect the brand's identity.
- 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 start-up become a Fortune 5000 Fastest Growing Private Company within 3 years.

Patrick McArthur Design – Newbury Park, CA

2022 - Present, 2012 - 2014, 2006 - 2007, 2001 - 2002

Owner/Operator

Clients: Skyrocket Toys, Statement Studios, Abydos Entertainment, Zero-G Studios and NoWay Studios, Triad Diversity Training

Developing 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 toy packaging that looks better than real and photos that push the story of whatever product we are selling.
- Photo illustrated a pitch deck for a show on the history of stunts as well as an experiential marketing deck pitching fly-ins of branded actors and/or signage at popular venues.
- Abydos/Frank Capra Jr. – I created plans for a studio as well as a marketing plan for a virtual reality company. The company planned to shoot the most beautiful and intriguing locations around the world with a 360 degree, multi-camera rig and present the footage in an all encompassing experience with video walls wrapped in seamless video and a synchronized gyro floor to give the feeling of movement. These units would also be in casinos, theaters including his mobile version via 18 wheel VR rigs and a virtual restaurant concept where the video is seamless in a large restaurant that would be synced with the cuisine and environmental scents pumped in.

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. Implemented AR interactive cross-sell, integrated websites and unique interactive trade show booths. Directed three in-house designers and served as an effective liaison to 3rd party vendors including photographers, illustrators, and web developers.

Spearheaded the entire brand look for 7 high-tech toy brands including:

EyeClops Bionic Eye Multizoom – Sold over \$100M internationally

UltiMotion Plug It In & Play TV Games™ – Sold more than \$300M internationally

SpyNet – Tech driven spy gear including Video Watch, Flex Cam, Microscopes,

Night Vision & internet based augmented reality missions

MXS- Fully articulated motocross action figures such as Travis Pastrana & Ricky Carmichael

Max Force™ – Line of proprietary paper pellet guns

Monsuno™ – Developed branding for the transforming toy, collectible card game as well as a globally distributed animated series

Power Trains™ – International launch of a redefinition of a classic

Lanard Toys – Oxnard, CA

2002 - 2006

Art Director

Designed toy packaging from concept to production for established toy company specializing in traditional play patterns. I learned how to do production quickly and efficiently as well as improved my photography skills as well as learned product placement. Brand identity, innovative packaging and key art creation were the main skills I honed in the fast paced world of toy manufacturing.

Technology Profile

Adobe Creative Suite – Illustrator, Photoshop, InDesign, XD, Animate, After Effects & Premiere • Microsoft Office • Keynote • Powerpoint
Excel • Verge3d • Unreal 5 • Unity • SketchUp • Blender • KeyShot • Figma • Sketch

Education & Training

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

San Diego State University • A.A. Business

Udemy – currently taking courses in: Game Development & Design: Unreal Engine 5

www.patmcarthur.com

patmcarthur@gmail.com

(805) 231-9220