



AlanaMcCarthy.com • 416.979.1936 • Art@AlanaMcCarthy.com

WORK HISTORY

Alana McCarthy Creative

Founder & Creative Director - 2002 – Present

Self-employed multidisciplinary artist providing illustration, mural art, hand lettering, and design services for clients across publishing, advertising, editorial, animation, and marketing. Host of public Paint Nite events in Toronto, teaching painting workshops. Currently expanding into creative education, helping fellow artists build profitable and sustainable businesses.

Nelvana / Corus Entertainment - Senior Designer - 2010 - 2018

Managed and art directed a team of designers. Projects included style guide creation, graphics, trend research, mood boards, trade show booths and marketing material. Brands include Little Charmers, Franklin and Friends, Babar, Trucktown, and Ranger Rob.

Geeky Pet - 2012 - present

Side hustle creating illustrations of pets in pop-culture costumes. Selling prints online, marketing through social media and travelling to comic conventions across Canada.

Scrapbook Graphics - 2008 - 2010

Ran an online studio designing, marketing and selling digital products to scrapbookers around the world.

PlanetWare - 1999 - 2001

Scanned and digitally manipulated travel attraction photos in Photoshop. Created graphics for their travel attraction database.

ACCOMPLISHMENTS & AWARDS

Freelance Illustration

- 2024 - Reader's Choice Book Award - Lucy & Her Unicorn
- 2021 - Royal Dragonfly Book Award - A Firefly's Journey
- 2021 - American Illustration Award - Taco Bell "Dream"
- 2007 - American Illustration Award - Three Fates
- 2007 - Communication Arts Illustration Award - Three Fates
- 2004 - HOW Magazine Design Award
- 2002 - Applied Arts Award - Hand Gestures
- 2002 - Selected by artist's agents *Three in a Box* as an Emerging Artist for a year of free representation

Nelvana

- 2011 - Corus President's award - Babar and The Adventures of Badou Style Guide
- 2011 - Gemini Award - Best Cross-Platform Project Babar and the Adventures of Badou Interactive Website

Geeky Pet

- 2014 - Interviewed in my studio by Morgan Hoffman for a fifteen minute segment on the InnerSpace show, Space Channel, Bell TV
- Robert Downey Jr. posted my artwork to his facebook page
- 2012 - My illustrations went viral on the internet and were featured on *Buzzfeed*, *I Can Haz Cheezburger?* and *The Mary Sue*

REFERENCES

Supplied upon request

SELECTED CLIENTS

Absolut Vodka
Adobe
Disney / Pixar
Coca Cola / Fruitopia
Loblaws / President's Choice
The Hudson's Bay Company
The Wall Street Journal
Taco Bell
Scholastic
Penguin Books
Nickelodeon
Crayola
Owlkids / Chickadee

SKILLS + QUALITIES

• Technical

Mac OS
Adobe CC - Ps / Ai / Id
Certified for working at heights
+ scissor lift operation

• Creative

Illustration
Hand lettering
Murals / chalkboard
Content creation + video editing
Book design
Typography
Layout design
Concept development

• Soft Skills

Leadership + team collaboration
Public speaking
Listening + communication
Detail oriented
Quick learner
Open minded
Confident
Versatile
Positive and friendly

EDUCATION

OCAD University
Illustration with Honours
AOCAD - 2002

Etobicoke School of the Arts
Visual Arts, cum laude 1998