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WORK HISTORY

Alana McCarthy Creative - 2002 - present

Running my own business creating illustration and design for a variety of high profile clients. Creating social media content, editorial, publishing, advertising and marketing imagery. Creating an NFT collection and delving into the Web3 space.

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

My side hustle creating illustrations of pets in pop-culture costumes. I sell prints online, market through social media and travel to comic conventions selling my work. Currently creating Cat Chonks, an NFT collection based on my stylized cats.

Scrapbook Graphics - 2008 - 2010

Ran an online studio where I designed and sold 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

- 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 representatives *Three in a Box* as an Emerging Artist for a year of free promotion

Nelvana

- 2011 - Awarded the Corus President's award for work on 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*

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
Web3 / NFT skills

• Creative

Illustration
Hand lettering
Murals / Chalkboard
Content Creation
NFT artwork
Strong design sense
Typography
Layout
Concept development

• Soft Skills

Leadership + team collaboration
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

REFERENCES

Supplied upon request