

MATTHEW DADAY

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QUALIFICATIONS

- Award winning Designer and Motion Graphics Artist/Animator.
- Over 10 years experience in motion graphics design, editing and compositing.
- Skilled 2D/3D artist.
- Experienced in Art Direction, Producing and Project Management.

EDUCATION

2008-2010

3D Animation Certificate Program, Boston University, Center for Digital Imaging Arts
Waltham, MA

2007

Continuing Education, Rhode Island School of Design
Providence, RI

1994-1998

BFA, Massachusetts College of Art
Boston, MA

EMPLOYMENT

2006-Present

Senior Digital Artist
Hasbro Inc. – Cake Mix Studios

- Direct and produce content for TV, web and internal needs.
- Lead teams in the creation of animation and entertainment based content.
- Review scripts, storyboards, concept art and animation and make notes/changes.
- Design and Model, Texture and Animate 3D assets.
- Design motion graphics and animations for broadcast commercials and TV shows.
- Edit Video.
- Composite video effects shots.
- Collaborate with team members, brainstorm and share best practices.

2001-2006

Senior Designer/Animator
NESN (New England Sports Network)

- Project manager and lead designer for Red Sox & Bruins TV Broadcasts.
- Established and maintained the graphic look of the TV station.
- Produced motion graphics/animations for television shows.
- Designed logos, posters and DVD packaging.
- Assistant manager of a part time staff of designers .

1996-2001
Graphic Designer
Adlife Marketing & Communications

- Created websites and multimedia presentations.
- Designed posters, CD-ROM packaging and circulars.
- Demonstrated expertise in pre-press and color separation.
- Devised company wide data archival procedures.

COMPUTER SKILLS

- Adobe Photoshop, After Effects and Illustrator
- Apple Final Cut Studio
- Autodesk Maya
- Pixologic zBrush
- Maxon Cinema 4D

INTERESTS

Drawing cartoons and comic books. Painting. Animation.

AWARDS

- 4 Emmy Awards
- 3 Silver Telly Awards
- 4 Bronze Telly Awards