

## **Wendy J. Carmical**

Mobile Strategist/Art Director/Producer

<http://www.tenacioustoons.com/>

[www.kissappgames.com](http://www.kissappgames.com)

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### **Profile**

- Ten years+ experience managing production and development for a variety of entertainment products: games, animation, mobile, online books and toys
- 2D artist with classical animation training, adept at Flash, Illustrator, Photoshop and AE
- Experience creating high quality art and animation for games, educational products and advertising
- Interesting personal style and idea generator for content development
- Thorough understanding of pipelines online, casual games and mobile
- Strong communicator able to manage production with cross-functional teams
- Experience working with external and internal art teams

### **Summary of Professional Qualifications**

Creative Manager with experience managing cross-functional teams. Artist with unique style, personal vision and the ability to execute high quality animated content.

### **Experience**

**Indie Game Developer**, Oakland, CA 2010 - present

Developing original iPhone game. Game Design, Production and Business Strategy and creation of all art and animation. [www.kissappgames.com](http://www.kissappgames.com)

**Project Manager, Becker&Mayer! Book Producers** (owned by Chronicle Books), Bellevue, WA. June 2006 –2009

Owned the production schedules and budgets for cross-functional teams creating non-fiction juvenile books with interactive elements, from pop-ups to electronic components. Improved client to team relations by developing new submission processes, defined structure of development cycles.

**Game Artist**, Independent Contractor, San Francisco/Seattle 2002-2009

Created animated content web shorts, game assets, banner ads.

Clients include: Plan B/EA, Cisco, Loud Technologies, Animated Speech, Smashing Ideas/Nickelodeon., EA.

Electronic Arts – “Great Escapes Solitaire” – Online, art and animation

Nickelodeon - “Diego’s Adventures”- Online, art and animation

Comediva – Title Sequence

**Creative Director, Learn Tempo**, San Francisco, CA, 2001 –2002

Directed creative team, managed production of programming, video and animation. 250 minutes of animation and video for McGraw Hill. Video/Animation for Teacher Resource CD.

**Designer/Developer, Walt Disney Imagineering/Disney Online**, Glendale, CA, 1999 – 2000

Developed joint project “Oceanic Panic” with Walt Disney Imagineering and Disney Online. Provided original story concept, art, animation and design for original online game installed at Walt Disney World.

**Art Director, Purple Moon**, San Francisco, CA, 1998 – 1999

Responsible for the all art production for interactive games/animatic storyboards. Managed team of internal artists and external production houses.

**Project Lead, Brøderbund Software**, Novato, CA, 1992 – 1998

Supported the development of traditional animation studio and methods. Responsibilities included management of freelance animators and external animation houses. Worked as liaison for technical and art departments. Created prototypes for game development.

### **Curriculum Development and Teaching Experience (5+ years)**

Author/Instructor, Academy of Art Online University, San Francisco, CA, *CG Character animation class for Master's Degree Computer Animation Program. 2004 - 2006*

Instructor, Academy of Art University, *Character Animation Workshop 2004*

Drawing/Cartooning Teacher, Walnut Creek Civic Center *Summer School Program 2003- 2004*

Instructor, *Animation Principles*, Center for Electronic Arts, *2001 - 2002*

Instructor, *Introduction to Flash*, Expression College for Digital Arts *2000*

**Computer Competency:** Adobe Creative Suite with expertise in: Adobe Flash, Illustrator, Photoshop and After Effects. Experience with Maya and Softimage. Web Development, Wordpress, CSS. Strong skills in Microsoft Office, Excel, Project and Filemaker.

### **Education:**

1995/1996 Sheridan College, Ontario Canada – International Animation Program

1989 San Francisco State University – BA Creative Arts

Speaking

Digital Hollywood Panel, October 2011 – Indie's take game industry by storm. Sponsored by Kissappgames and Women in Games International

### **Selected Credits:**

#### **Broderbund/Red Orb**

Spelunx

Carmen Time

Alien Tales

Myst

Riven

#### **PurpleMoon**

Starfire Soccer

#### **Disney Online/Disney Imagineering**

Oceanic Panic

#### **EA/Studio B**

Solitaire Great Escapes

#### **Nickelodeon/Smashing Ideas**

Diego Dinosaur Inventors

#### **Animated Speech**

Team Up with Timo

#### **Films**

Writer with a Bite – Title Design

Body Positive – Animated Interstitials

Comediva – Logo Bumper

#### **Web Shorts**

Dormfood – 3 episodes

Tapco – 2 Promotional shorts

Urban House Pets

#### **Misc Corporate Projects**

Flash Demo – Openwave

Sales Kiosk – Openwave

Sales Demo's – Cisco/Ask Learning

Flash Demo – Dow Chemical

DVD Menu – Highlander DVD

#### **Books 150+**

Smartlab: Art Lab, Clay Studio, Horse Drawing Studio, Field Guides, Highschool Musical, Hannah

Montana, Disney Princesses, Master Engineer, Inventors, Scholastic Book Club – 45 titles, Book Fair – 40

Titles, Fine Art Series, VideoGame Guides, etc.