

GALEN MCKAMY//CREATIVE DIRECTOR

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Experienced leader in concept and strategy development for complex marketing and design initiatives. Excels at motivating and inspiring cross functional teams to deliver innovative compelling work under tight deadlines. Creative Director with a proven record of executing global campaigns, in depth stories and award winning products for the world's most recognized brands.

Relevant Experience

Motive

October 2014- Present

Creative Director

As creative director, I oversee the Visual, UX, Graphic Production, Integrated Digital, Experiential and Content teams within Motive. I bring in revenue streams through new business and manage internal budgets and man hours for the Motive Creative Team. I focus on new business opportunities and brand collaborations while supporting our major clients marketing endeavors. I chase big ideas and deliver large scale campaigns for our many brand partners.

- The Macallan Brand: Pitched and won the Macallan business bringing Motive its first luxury and liquor brand.
- Created and executed the marketing and branding campaign for The Macallan. This includes Events, POS, Brand Guide, and Campaign look and feel.
- Pepsi Co : Pitched and won large scale activations within the Pepsi brand bringing new revenue and business to Motive.
- Created immersive experiences with our "Pepsi MAXX" campaign and activation events which toured C & U campuses around the nation.
- Launched the Pepsi campaign for Superbowl 49 which consisted of national commercial spots, on-site activations during the Superbowl, as well as viral content that preceded the Superbowl campaign.
- AMP energy drink: Pitched and won the Amp summer tour campaign bringing a national tasting and activation tour to fruition.
- Native Eye ware: Oversee the Native eye-ware business portfolio. Work with the brand to create sales collateral, POS, web Ads, print ads, road tours and content to generate awareness and fan ship to grow the Native Brand.
- Manage portions of the Mountain Dew business. Works include commercials for new product releases, short films for Mountain Dew's Green Label account, and new branding and packaging executions within the Dew brand.
- Rockstar: Pitched and won a national campaign for retail showcasing the partnership of Rockstar and Husgavrna motorcycles through a series of interactive POS, web, and digital visual communications.

Kidrobot

January 2012- October 2014

Creative Director

Led the creative, design, packaging, and marketing teams in the creation, production, and marketing of high-end designer toys, products and apparel. Directed the Kidrobot brand and partnership collaborations to grow the fan base and revenue of the Kidrobot house of brands. Brought new business and revenue through creative campaign partnerships with Samsung, (RED) Foundation, Disney, Marvel, TMNT, DC Comics, Looney Tunes, Cartoon Network, Nickelodeon, MTV/Viacom, Marvel, Capcom, Simpsons, South Park, Family Guy, Playboy, Coachella, Adventure Time, and many more.

- Created a platform product line for Samsung which turned into a global marketing campaign with activations in the US, South America, and Europe with acclaimed brand ties at CES, Mobile World Congress, New York Fashion Week, and The World Cup 2014. This program generated significant revenue and viral hype for Kidrobot.

- Directed the collaboration between Kidrobot, (RED), and the Kieth Herring Foundation to bring a capsuled line of toy and apparel to marketplace with proceeds going to fight world AIDS endeavors.
- Managed internal and external marketing teams to create concise and successful marketing and brand campaigns.
- Activated partnerships with Samsung x Swarovski at Mercedes Benz NY Fashion Week through the Kidrobot platform.
- Increased Kidrobots' revenue efforts by successfully executing a multitude of licensed product at Tier 1 and 2 retailers.
- Collaborated with press from around the world to gain awareness of Kidrobots' brand and product offerings which was captured and shared by Huffington Post, NY Times, Hypebeast, Complex Magazine, CNN, People, AD Week and more.
- Built and grew Kidrobots' internal properties and new opportunity categories creating a 25% growth in new revenue streams.
- Developed and launched story of Yummyworld in campaign form landing it in big box retail which generated sizable growth at market year in and out.
- Led the toy industry's Vinyl Art portfolio while remaining progressive and constantly pushing standards through unique designs, engineering and collaborations.
- Produced event and gallery experiences partnering with marquee brands and celebrities like Diplo, Pharell, Snoop Dog LabArt, Secret Walls, The Cosmopolitan, Miami Art Basel, and many more.
- Designed and executed event spaces at top industry shows and conventions such as SDCC, NYCC, C2E2, Mobile World Congress (Barcelona), Agenda, Project Movement, NY Toy Fair, SXSW, Coachella, X-Games and more.
- Designer Toy Awards 2012: Brand of the Year, Toy of the Year,
- Designer Toy Awards 2013: Toy of the Year
- Designer Toy Awards 2014: Toy of the Year
- Designer Toy Awards 2015: Toy of the Year

Hasbro

2006-2012

Senior Designer

Created and facilitated the design within the Spiderman & Friends line, Chuck & Friends, and Super Hero Squad. Worked on Marvel, Star Wars, Transformers, Toy Story 2, and Pre-school games and products as well as internal property ventures.

- Worked hand in hand with Marvel to create an in depth year in / year out capsule of toys ranging from basic plush to complex electronic key driver items.
- Guided product and packaging to deliver concise and effective offerings year in and year out.
- Re- Imagined and designed the entire Chuck and Friends line to gain competitiveness in the market place.
- Grew The Chuck and Friends line from a \$52mm a year brand to upwards \$170mm.
- Created new lines within Hasbro's toy portfolio and launched Hasbro's Vehicle initiative.
- Art directed Hasbro Studios to create the daily episodic "Adventures of Chuck and Friends". The show was nationally syndicated on television and internationally via web.
- International Toy of the year award 2011 (Chuck and Friends)
- Toy of the Year Award (Chuck and Friends)
- Best of 2010 Award (Chuck and Friends)

Fisher Price

2001-2006

Senior Designer

Designed and managed compelling product with brand integrity and progressive play patterns. Worked towards creative ways to gain market awareness and consumer buy in. Worked with developmental experts to create toys that allowed children to build and grow through the value of play.

- Designed and launched key lines within the Pre-Cool Rescue Heroes line.
- Crafted stories and concepts on Rescue Heroes video game and movie which was produced and syndicated both nationally and internationally.

- Successfully placed large amounts of product in top accounts (TRU, Wal-Mart, and Target) excelling revenue growth within the Fisher Price/ Mattel portfolio.
- Worked on product offerings for the Imaginext brand year in and year out.
- Won the "Parents Choice Award" for Rescue Heroes product line 2004.

Item

2001-2001

Product Designer

Worked within an integrated marketing and engineering team to design and develop consumer products ranging from furniture, medical devises, and toys. Our expansive range of work allowed us to move quickly and concisely to produce products that were placed everywhere from hospitals to tier 1 retailers nationwide.

- Hasbro: Produced conceptual work for pre-school categories.
- Fisher Price: Produced conceptual design work and packaging for key categories with the FP organization.
- Proctor and Gamble: Produced designs for a variety of medical devises and solutions, which we were rewarded multiple patents.
- RISD: Assisted in numerous design/ educational components for the design department at RISD.

Interests

I am an avid urban vinyl toy aficionado, illustrator and artist. I have exhibited work both nationally and internationally. Most recently, I have collaborated with music industry leaders to create album and poster art, script, as well as directed and produced music videos. I currently reside in the heart of the Rocky Mountains where I enjoy the benefits of hiking, camping and snowboarding. I have embraced my travel opportunities and have found much happiness in exploring cultures around the world. I am a proud husband and a father.

Education

Cleveland Institute of Art
 11141 East Blvd., Cleveland OH 44106
 BFA in Industrial Design
 Minor in Graphic Design
 Minor in Sculpture

Charitable Inniatives

Global Inheritance
 Branded Arts- Los Angelos
 Boys and Girls Club Santa Monica
 Kansas City Children’s Mercy Hospital
 (RED) Foundation
 New Vista High School- Boulder

Awards

- Parents Choice Award :Rescue Heroes Mini Adventures
- Toy Fair 2010: Best New Toys of 2010: Chuck and Friends
- International Toy of the Year: Chuck and Friends
- Designer toy of the Year Award 2013, 2014, 2015
- CIA portfolio scholarship
- Ford Motors scholarship

Skills

- Concepting
- Ideation
- Illustration
- Graphic Design
- Creative Writing
- Branding
- Product Design
- Product Engineering
- Sculpting
- Drawing
- Painting
- Interior spacial design