

Curriculum Vitae

Matthew Burton McFaul

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Profile

Fast and imaginative interactive designer and format developer for tv, the web and new platforms. I bring broad and experienced production skills to the job of leading the look and feel of exciting digital entertainment.

Skills

Creative

- Original formats for games and immersive dramas.
- Motion graphics and screen design
- Format production design, character design and animation
- Music and sound design for games and animation
- Copy writing and script writing

Managerial

- Art direction of technical and creative teams for large scale game sites
- Blue chip client facing and pitching
- Technical and creative staff management

Technical

- Flash; Design and ActionScript 2 – Production of working game demos
- Illustrator & PhotoShop
- After Effects & Final Cut Pro
- Optimised design for screen and print

Experience

Feb 2008 – Jun 2008

Cross Platform Designer Zeppotron: The Wall

This BBC3 comedy brand required a creative role across both tv and web platforms. Broadcast motion graphics, flash game design, sketch writing and studio graphics were all within my remit, responding rapidly to the internet audience submissions and the weekly satirical material for the broadcast schedule.

Feb 2005 – Feb 2008

Head of Creative Endemol Digital Media Production

Throughout the 3-year life span of this department, Endemol consistently assigned me the lead creative duties for its most ambitious digital projects. Most recently, this meant the direction of a landmark immersive drama for the BBC: Signs Of Life.

My responsibilities for this included story development and game design plus the direction of art and sound. Signs Of Life has over 3 hours of blended animation, video and game environments for which I was also able to create technical and visual prototypes using Flash and AS2.

A flash-based animal park simulation for CBBC's ROAR show. As the BBC's most popular online game ever, its ratings at times surpassed those of the TV show.

Get Close To...The Sugababes: I oversaw the visual identity of this award-winning mobile format to ensure the franchise had a distinctive presence on the mobile phone.

The format design of a £100k+ criminal justice game for the Home Office, employing 2D and 3D graphics with video and Flash.

Creative development of drama projects for mobile and social networks including the forthcoming 'Cell' – a bare knuckle thriller for O2 – and global reality drama 'The Gap Year' for Bebo.

Battleships for The National Lottery: an original soft gaming spin on the children's classic, this Flash game was the site's most successful after Monopoly and it's No.1 non-branded game overall.

Innovative visual development for 'The Big Game' an interactive Bingo format featuring Vic Reeves for the Odeon group. The project required successful integration of set design, motion tracking, sequenced video and screen design for hand held devices and cinema screens.

Jul 2004 – Jan 2005

Game Interface Designer – PS2 and Nintendo Gamecube Kuju / Nintendo.

Battalion Wars: this new title in the hit Advance Wars' franchise garnered Nintendo critical acclaim for its combination of Real Time Strategy and First Person Shooter genres. The role required unique usability and design solutions for interface items, on-screen displays and the game menu systems.

The Regiment: Kuju then kept me on to re-design the central head-up display for their tense SAS-based shooter for the PlayStation.

Mar 2004–June 2004

Flash MX Artist
Lego Virtual – LEGO Company Ltd.

After seeing my motion graphics work for a BBC Education site, LEGO brought me in to head up the Flash MX animation and site design for their entire Preschool range – featuring 70 products. Classic animation techniques were combined with Flash's latest dynamic motion capabilities to achieve a series of exciting and engaging product environments.

Nov 2003–Mar 2004

Lead Games Designer
Victoria Real Ltd

Victoria Real's rolling production of over 30 games for GTech's flagship gaming site demanded a completed game design every week for 2 months. A key success was the consistent high quality maintained throughout the production of diverse animations and graphics.

I also produced a package of motion graphics and demos that won the company a further games contract for a kiosk platform.

Oct 2000–Oct 2003

Creative Director
Ash Luecker Ltd

I led the game content of a multi-million pound game site, www.galagames.co.uk. I creatively oversaw this two-year project throughout. The work involved the directing of teams producing original game play, art, animation, and sound work for over twenty games on platforms including Liberate, Open TV, and Flash for the web.

My work in the area of educational games included design for support sites for BBC Science Curriculum programming, illustrations for BBCi and game design for BBCi Digital Curriculum concepts. Other client work involved game show design and conception, and proprietary new media game formats such as SMS TV and local-network, wi-fi, games.

Other Achievements:

- My first game for Carlton, "QuiZino", quickly became the most played game on their games site: Jamba. Carlton chose it as their "Interactive Entertainment" BAFTA entry.
- Creation of hugely popular web game supporting ITV reality show "Survivor". The gameplay evolved per broadcast, recruiting more players throughout the series.
- Responsibility for managing and directing freelance contributors, including voice over artists, musicians, composers, designers, and programmers.
- Design and production of the company's print campaigns for promotions, large-scale trade show displays, business cards, etc.
- Fast turnaround of playable flash demos, visuals and micro-sites for client pitches – these were particularly successful for DTV tenders.

Sep 1999–Oct 2001 **Course Leader – Digital Media**
The London Institute www.lcp.linst.ac.uk

The London Institute invited me to apply for this position having known me as a part-time tutor. I led two intake classes through a year of diverse media production skills, coordinating the delivery and content of vocational units covering video production, multimedia, 3D animation, and dtp.

Further responsibilities:

- General course administration, attendance, fees, marking
- Budget management and software acquisition
- Quality Assessment
- Development of new courses including the Interactive Game Production Degree
- Consultation and assessment of distance learning projects

Sep 1998–Sep 1999 **Game Designer**
NT Media www.ntmedia.com

Designed a variety of educational and commercial games including a Shockwave-based games park at www.vimto.co.uk.

Other work included:

- Creation of online interactive cartoon for 'The Net' magazine, Future Publishing
- Concept development and branding of seven subject areas for BBC Education portal
- Creative production of in-house games offering, www.sweetshop.co.uk
- Character design for Java-based film quiz for Carlton called "That's A Wrap"

Mar 1997–Sep 1998 **Illustrator**
Freelance

Produced a wide variety of artwork and design for print at leading Bristol-based agency Fab4.

Work included:

- Photo-montage series for blue-chip print campaign
- Design for diverse advertising media – car stickers, bus hoardings and billboards.
- Web site designs for leading animation companies
- Point of sale print campaign production in 10 languages
- Cartoon character design for club night promotions
- Vinyl and CD cover design
- Diverse print projects including plastic surfaces, metallic inks and die cut pages.
- Shockwave game design

Clients included:

- Hewlett Packard, Puma, Sony, Aardman Animation, BT and Microprose

July 1995–Mar 1997 **Editor**
Drat'n'Blast Books

Edited the comic collection "Scenes from the Inside" over seven issues and contributed the critically acclaimed series about lab animals called "Pud'n'Pup".

- Awarded "Best British Anthology" by the Comic Creators Guild, London 1996 & 1997.

Education

1987 – 1990 **Gwent College of Higher Education**
Fine Art B.A. (Hons)
Diverse multi-disciplined course, introducing the use of the Internet, virtual reality and design for screen with more traditional art practices like drawing, printing, photography, and film.

1985 – 1987 **Loughton College of Art and Design**
Foundation Course Art and Design – Merit

1977 – 1985 **Chauncy Secondary School, Ware, HERTS**
2 x A Levels – Maths and Art
10 x O Levels

Interests

I have a deep interest in all things visual – particularly cinema, animation, and comics. My favourite authors recently have been Philip K Dick, J.P. Donleavy, Sylvia Plath, Paul Auster, and Dorothy Parker. My most memorable travelling experience was five years ago in New York State and Canada, when I cycled solo from Manhattan to Montréal. I spent my early teens as a film buff, so I am now discovering afresh the work of artists such as Grateful Dead, Black Uhuru, Lalo Schifrin, and even Neil Diamond. I am also an avid fan of contemporary, electronic music from groups like Boards of Canada and Múm. Favourite team sports include softball and basketball, although nothing tops a winter morning's run through the autumn leaves of Hampstead Heath, finishing off with a plunge in the outdoor ponds. Lovely.