

Bradley McGrath

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CAREER PROFILE

Bachelor of Media Arts graduate, majoring in Digital Media and Animation:

- I directed and produced a 3 minute promotional video, collaborating with the camera and sound crew of 'A Current Affair', along with the lead editor of sports tonight, which resulted in a \$2million government grant for 'OZ Try Youth Assist's' adventure sailing program that I initiated.
- Displayed ingenuity and experimentation while creating motion graphics and animations, with no prior TVC experience, as the only artist for the hit series, Crime Investigation Australia that was shown on Foxtel.
- Directed and owned a creative and decorative concreting business, which was a first of its kind in Australia.
- Investigated and created a virtual music project called Virtual Vinyl before the iPod was released, in partnership with famous Australian music producer Peter Blyton and the band, the 'Radiators'.

EDUCATION

Bachelor of Media Arts - Digital Media/Animation **2016- 2020**

Distinction Average

University of New South Wales

Adv.Diploma of Computer graphics and animation - 3D Animation /Special Effects **2002 –2004**

Distinction Average

(CGC) Computer Graphics College

EMPLOYMENT

Digital Coordinator - Hampton bridge **2022 – 2023**

- Develop media and create social media posts, develop and maintain websites, databases along with online user interface and mobile app connections. I.T support and marketing.

Rural Contractor - HM Rural Contracting **2014 – 2020**

- Oversee land management for rural property owners.

Supervisor - Kiangatha Holdings **2011 – 2015**

- Assisted in the development of a 5000-acre subdivision in the blue mountains.
- Oversee land management.

Web Developer - Poppi Design Studio **Dec 2013 – Dec 2014**

- Developed code for our web-based products, managed the hosting service and created Illustrations to compliment work created by our graphic designers.

Supervisor - Vista Ventures **2008 – 2010**

- Assisted in the development of a secure estate. Architectural walkthroughs visualizations, graphics and web development.

Motion Graphics Artist - Graham McNeice Productions **2005 – 2008**

- Collaborated to create a show called crime investigation Australia for Foxtel.
- Created motion graphics, imagery and animations, through my own interpretation of the script.
- Worked closely with the editor to express the shows weekly crime theme.

Client Manager - Computer Fleet**Jan 2002 – Dec 2004**

- Developed and created a 1hr presentation, including an incremental character-based story, that was shown to around 100 hundred executives, including the boss of the commonwealth banks world branch.
- Researched and developed a way to scan, gather and collate data automatically for the companies auditing services that used PDA units, by teaching myself to program.
- Managed client accounts for the companies leasing services.

Business Owner - CTIS (Concrete Technology Installation Services)**Jan 1995 – Jan 2002**

- Management business operations including sales, marketing, product design and installation.

Cell Painter - Walt Disney Animation Studios**Feb 1995 – Aug 1995**

- Trained in various departments to gain experience in the industry, while also painting animation cells used for Aladdin, A New Goofy Movie and the series Timon and Pumba.

Apprentice Printer – Style craft Printing Pty Ltd**Sep 1990 – Dec 1990**

- Trained as a printer using traditional Heidelberg printing presses.

Drawing Hand / Assistant - Guardian Fire Protection Services**Jan 1990 – Jul 1990**

- Trained as a junior draftsman, starting with the tracing of existing drawings.
- Managed the fire protection installation products required based of those drawings and delivered to site in a timely manner.

VOLUNTEER EXPERIENCE**Digital Media Artist - OZ Try Youth Assist****2006 – 2008**

- Creatively advised the organizations director while we investigated possibilities regarding digital media and promotion.
- Facilitated a joint project between 'Oz Try' and a sailing adventure program for disadvantaged children, to create 'OZ Try Youth Assist Adventure sailing'.
- Directed, produced and created graphics for a three-minute promotional dvd aimed at government funding, for which we received two million dollars for the purchase of a historic sailing vessel.
- Networked to gain the use of the camera and sound crew from 'A Current Affair', the editor from 'Sports Tonight', and Faye De Lanty as our presenter, on a \$5000 budget.

PROFESSIONAL SKILLS

Animation, Illustration, Digital Media, Digital Imaging, Digital Animation, Sound and Video Editing

SOFTWARE

Advanced skills in Adobe Premier, Photoshop, Avid Pro Tools, Autodesk 3DS Max and Maya

Moderate skills in Adobe After Effects

Basic coding skills in HTML and Javascript

REFEREES

Tina Odling - CEO, ST Software

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