

MAL MEEHAN

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A unique blend of expertise and experience in project strategy, video technology and creative disciplines; shaping process, developing departments and teams, and creating businesses in broadcast video, interactive media, web development and experiential design.

PROJECT STRATEGY

- *Recruiting and mentoring*
- *Developing cohesive teams*
- *Workflow development*
- *Brand strategy*
- *Technical strategy*

CREATIVE

- *Creative direction and hands-on graphic design*
- *Interactive design*
- *Expertise in interface architecture and usability for Web, TV and Mobile*
- *Design for events, public experiences and product launches*

VIDEO TECHNOLOGY

- *Video production, editing and streaming*
- *3D modeling, texturing and lighting*
- *Augmented and Virtual Reality development*
- *3D Mapping and Peppers Ghost holography*
- *Broadcast engineering*

PROFESSIONAL EXPERIENCE

2009 to 2017 - Anti-Defamation League (USA) - Director of Video Production

Development of large-scale video department from initial idea through to drawing plans, equipment purchase, installation and final implementation, resulting in:

- Three online 4K grading edit suites
- A multi-camera green screen TV studio with output to Livestream and Facebook Live
- DVD, SD card and USB thumb drive replication and printing facilities
- Creation of a digitized celluloid film and video archive spanning 100+ years of vintage material
- Strategic development of all video advertising for offline and online social media markets
- Successful centennial rebrand of logo, website and accompanying 1.5+ million view viral video

2000 to 2009 - mee3d Ltd – Design Agency (UK) - Founder and Creative Director

Specializing in experiential design and video content creation for bespoke events such as product launches, museum installations and exhibition environments

- Direct clients included: BAE Systems, Eurofighter, Raytheon Aerospace, SMITHS Aviation, SITA Aerospace, Barclays Capital, Mercury Asset Management, Merrill Lynch, Ernst & Young, Rothschild, SONY Broadcast UK, Nortel Networks, Nokia, Orange, Bacardi, Carling, Schweppes, Coke, Lurpac, Mars, John Freida and Nike
- Contracts with the following agencies: BD-Network, Fitch, Imagination, JKR, Ogilvy, Optimism, Pentagram, Radley Yeldar, Saatchi, The Team and Wolff Olins

ACHIEVEMENT HIGHLIGHTS

1998 to 2000 – iXL Inc (Global, UK Office) – Design Agency Director of iTV/VP, Video Production

iXL Inc purchased GoMedia Ltd to establish their UK office

- Lead developer for British Telecom broadband interactive TV trials, creating immersive experiences for Jim Henson's *Mopatop Shop*
- Designer and developer of Comic Relief's 1999 *Red Nose Day* award winning UK website, the first website worldwide to raise one million dollars in online donations

1994 to 1998 - GoMedia Ltd – New Media Agency (UK) - Founder and Creative Director

- Creator of Grammy Award winning motion graphics for 10 episode PBS series *Russia's War: Blood Upon the Snow*
- Developed a bespoke on-air weather graphics software and hardware system for the UK's first cable TV channel L!VETV

1992 to 1994 - REW Broadcast (UK) – Director of Broadcast Graphics

- Development of BBC overflow video graphics department including specifying all building alterations, studio soundproofing, system design, hardware and software installation, maintenance, budgeting, staffing and training

1992 – AutoShow Ltd (Expo 92 - SPAIN) – Director, Video Engineering

- Lead engineer and creative programmer of the world's largest and Guinness World Record video wall at the Expo92 World Fair, Seville, Spain - 850 monitors, 40ft high, 60ft wide

1990 to 1992 - MetroVideo (UK) – Broadcast Engineering Manager

- Creator of the 'Malcolm' TV studio-in-a-box (**M**obile **A**nd **L**ight, **C**amera **O**peration & **L**ive **M**ix), Europe's first one-box solution for live multi-camera broadcast video

1988 to 1990 - Samuelson Film Services (UK) – Film Industry Apprenticeship

- Three-year apprenticeship at world's leading film company (now Panavision). Video and Lighting Assistant on Tim Burton's *Batman* and *Indiana Jones and the Last Crusade* films

EDUCATION

BA, Media Communications, London College of Printing (UK)

RSA Diploma, Sound Recording & Audio Engineering, Dunraven Music College (UK)

PROFESSIONAL CERTIFICATIONS (Corps Business Ltd, London, UK)

Accredited 'Train the Trainer' level on the following software: Apple Final Cut Pro, Adobe Director, Photoshop and AfterEffects, Cinema 4D, Strata 3D among others

Musician, vintage analog synthesizer studio owner, documentary filmmaker, 8mm and 16mm film cameraman, published comic book and fantasy art illustrator