

**MAL MEEHAN** VIDEO PRODUCTION & INTERACTIVE MEDIA PROFESSIONAL  
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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.*

<b>PROJECT STRATEGY</b>	<b>CREATIVE</b>	<b>VIDEO PRODUCTION</b>
<i>Recruiting and mentoring</i>	<i>Creative direction and hands-on graphic design</i>	<i>Video production, engineering, editing, grading and streaming</i>
<i>Developing cohesive teams</i>	<i>Interactive visual design</i>	<i>2D motiongraphics, kinetic text, and infographic animation</i>
<i>Workflow development</i>	<i>Expertise in interface architecture and usability for Web, TV and Mobile</i>	<i>3D modeling, texturing, lighting and rendering</i>
<i>Brand strategy</i>	<i>Design for events, public experiences and product launches</i>	<i>Virtual Reality, Augmented Reality &amp; 3D projection Mapping</i>
<i>Technical strategy</i>		
<i>Software Training</i>		

## PROFESSIONAL EXPERIENCE

### 2017 - Mal Meehan - Audio Video Photo Web - Freelance

Award winning creative professional with a diverse background in visual design, Interactive media, web development and experiential. Delivering meticulous attention to detail and broadcast quality productivity in video production, editing & animating.

- **2018 INDIGO DESIGN AWARDS.** 2x winner - Scholastic “Why Am I Me?” - Animation/Motion Design

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

Successfully developed and managed a large-scale video department; from initial idea, drawing plans, managing budgets, purchasing equipment, installation, staffing, training and mentoring resulting in:

- Added three online 4K grading edit suites
- Developed a multi-camera green screen TV studio with output to Livestream and Facebook Live
- Introduced a portable Livestream TV studio for nationwide events
- Expanded a digitized celluloid film and video archive spanning 100+ years of vintage material
- Increased the ADL’s video output from just 6 presentations to over 50 presentations a year (733% increase)
- Reduced the yearly video development costs by 50% by producing everything in-house
- Maximized the creativity by adding animations, motiongraphics, infographics, studio interviews, webinars, podcasts, Livestream, YouTube Live and Facebook Live broadcasts, town hall conferences, national events, and short-form vignettes for social media among others
- Improved a successful redesign of ‘100 years of the ADL’ branding
- Delivered an accompanying Centennial celebration video which went viral with 1.5+ million views
- Optimized all ADL national events by designing the stage-sets and multi-screen stage animations in-house
- Streamlined all In-house multi-screen presentation across 28 offices worldwide
- Contributed as audiovisual consultant on \$300k New York headquarters conference center redevelopment

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

Created as a showcase for my interactive 3d, video and multimedia experiences, mee3d specialized in experiential design and video content creation for bespoke events such as product launches, touch-screen kiosks and 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, iXL/Sapient, 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**

Lead developer for British Telecom interactive TV trials, creating immersive experiences for Jim Henson's *Mopatop Shop* among others. Designer of Comic Relief's *Red Nose Day* award winning UK website, the first UK website to raise more than one million Pounds in online donations.

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

Creator of Grammy Award winning motion graphics for 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 LIVETV.

### **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. Lead animator creating many BBC TV show idents and episode graphics each year.

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

Lead engineer and creative programmer of the world's largest video wall at the World Exposition (Guinness World Record), 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 with **L**ive **M**ix), Europe's first portable 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.

## **TECHNICAL EXPERTISE**

Fully conversant in all broadcast audio and video technologies. Expert knowledge on Film Stocks, File Formats, Resolutions, Framerates, Compression Codecs, SMPTE Timecode, Genlock, Wordclock and other sync protocols. Professional experience using SONY, CANON, PANASONIC and BLACKMAGIC broadcast and DSLR cameras, and all lighting and location sound processes. Full technical knowledge of the BlackMagicDesign video ecosystem.

## **SOFTWARE EXPERTISE**

Accredited 'Train the Trainer' level on the following software: Apple FinalCutProX, Adobe Premiere, AfterEffects, Photoshop, Director, and Flash (Adobe Creative Cloud). Sketch, HypePro, Wordpress. Unity3D, Cinema4D, Strata3D, Form Z and working knowledge of many other applications.

## **EDUCATION**

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

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

**Accomplished musician, vintage analog synthesizer studio owner, documentary filmmaker, 8mm and 16mm film enthusiast, published comic book and fantasy art illustrator** - <https://mee3d.deviantart.com/>