Fish McGill

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Summary

Fish is a designer devoted to drawing to tell stories about the world around us, he merges broad skills with deep experience in collaborative team-oriented design work that informs and delights the target audience. He believes in design as a method of action with empathy and observation at the core of innovative work.

He collaborates with clients to uncover possibilities and opportunities for reaching their audience in inspired ways through careful observation, analysis, and imagination. He believes in collaborative thinking that builds off of a client's strengths combined with new perspectives for informed leaps.

Experience

Assistant Professor of Design
Massachusetts College of Art and Design
Aug 2013 - Present (7 years 8 months +)
Assistant Professor in Graphic Design, Studio Foundations, and the Dynamic Media Institute Graduate Program with a focus on teaching drawing to designers and aspiring design students.

Principal
Fish McGill Studio(s)
2000 - Present (21 years 3 months +)
Illustration & Interactive - Clients across all media including:
* Interactive & Motion - MIT, Moth Design, Visual Dialogue, BCEC, Boston Cyberarts, & more
* Web - Harmonix Music Systems, MTV, MTV Games, ICS Creative, MassArt, & more
* Print - Nylon Magazine, The Weekly Dig, NPDA, Nike, Converse, IdN, 7 Days Vermont, & more

Murals - Created custom unique designs for MassArt, Montserrat College of Art, The ICA Boston, The Boston Arts Festival, Lincoln Arts Project, CloudKid Studios, Northeastern University, Karmaloop, MassArt Artward Bound mural direction, The Bromfield Gallery Boston, finalist for the Museum of Fine Arts Community Arts Project, and more.

Drawings - available for purchase at The Drawing Project at Joseph Carroll and Sons Gallery in Boston, MA or by commission.

Design Strategist (Envisioner)
Continuum
Sep 2014 - Oct 2015 (1 year 2 months)
* Collaborate through all phases of project work including alignment with client, understanding context, developing non-obvious insights, exploring and defining opportunities, creating actionable/tangible design expressions, and helping clients go to market.

* Conceptualize compelling and meaningful opportunities for consumers and clients.

* Explore real world problems using a combination of creative and analytic tools. Bring to life holistic solutions that enable consumers to experience a new business strategy/opportunity.

* Communicate the team's vision and ideas, establish a foundation for design by articulating criteria and guidelines that ensure the future integrity of the experience.

Adjunct Faculty
Museum of Fine Arts, Boston
Aug 2013 - Aug 2014 (1 year 1 month)
The Intermediate Web Design studio course to students in the SMFA day program, Tufts University undergraduate & graduate students, and students enrolled in the SMFA Graphic Design certificate program. This course is designed for students with a basic understanding of writing code for the web and geared to learners eager to expand their introductory knowledge to create an interactive project.

Intermediate Web Design Course Description
This course is for students who have experience with Web design using HTML, Flash or Dreamweaver. You will be introduced to new ways of thinking about how the Internet is used, both for business and creative expression, while learning the basics of scripting and programming. We will survey the fundamentals of interactive multimedia design and development with an introduction to JavaScript and JQuery and explore the possibilities for sophisticated interaction design using HTML5 and CSS. All of these elements will work together to help you produce complex, well-organized Web designs featuring graphics, animation, sound and video.

Graphic Designer
Harmonix Music Systems
Aug 2007 - May 2013 (5 years 10 months)
Graphic Designer for the Harmonix Web & Community teams.

WEB TEAM - front end web design (html & css) updates for Harmonix sites including rockband.com, dancecentral.com, harmonixmusic.com, Facebook applications, iOS applications, and social accounts. Works closely with the lead designer and web developer on future web projects, testing, deployment, and collaboration on the look and feel of Harmonix's websites (Wordpress, Symfony, Drupal, & VBulletin).

COMMUNITY TEAM - Daily content publishing on Harmonix editorial blogs, bi-weekly podcast & newsletter design, promotional swag designer for events & game launches, oversees the look and feel of special projects directed at fans. Collaborates with the Web Editor & community managers releasing content on social platforms including Twitter, Facebook, Twitch TV, iTunes, & YouTube to connect and interact with fans of Harmonix.

Lead Instructor
Institute of Contemporary Art Boston
Mar 2011 - Mar 2012 (1 year 1 month)
Lead teacher for two high school courses focusing on learning about vector graphics, design principles, and composition using Adobe Illustrator.

"Skateboard Deck Design / Adobe Illustrator"
http://www.icateens.org/node/1922

"Posters, T-shirts and Sticker Design: Band Members Wanted!"
http://www.icateens.org/node/2527

Associate Producer
Viacom
2007 - Dec 2010 (4 years)
Designer and Associate Producer on websites for the launch of MTV Games & Harmonix titles including Rock Band, Rock Band 2, The Beatles Rock Band, Green Day Rock Band, Dance Central, and more. Assisted with developing the look and feel for Harmonix web projects including The Rock Band Network allowing users to create, discuss, and sell original songs for the Rock Band platform.

Assistant Director of Admissions
Massachusetts College of Art and Design
2004 - 2007 (4 years)
Traveled across the US in search of top talents to study at the only independent state funded college of art in the world. My knowledge of the undergraduate experience gave me an advantage when I met young artists contemplating art college, and the opportunities available to them in Boston & Beyond.

Lead designer on publications for MassArt working with graduate students, professional designers, soliciting printer bids, deploying websites, and personally creating National Portfolio Day posters, illustrations, and designs for the admissions office.

* Worked one on one with applicants and their family to help them make the decision to pursue an education in art.
* Recruiter for NY, VT, NH, western MA, mid west and the west coast.
* Assistant Director with the interim Dean of Admissions of publications for the Admissions office print and web materials.
* Boston Globe Scholastics judge
* Managed the Hobsons online contact database for newsletters, admissions profile pages, and FAQs.

Designer
Bentley Publishers
2001 - 2004 (4 years)
Created original line art diagrams for BMW, Mini Cooper, Corvette, Volkswagen, and Honda enthusiast repair manuals. Worked closely with the technical editors illustrating car components and parts using Adobe Illustrator and Photoshop.

Education

Massachusetts College of Art and Design
Master of Fine Arts (MFA), Design and Visual Communications
2011 - 2014

Dynamic Media Institute

Massachusetts College of Art and Design
BFA, Studio for Interrelated Media
2000 - 2004

Skills

Posters • Illustration • Adobe Creative Suite • Mac • Graphic Design • Photoshop • Art • Dreamweaver • Art Direction • InDesign