

# Bryon McInroy

ART DIRECTOR, GRAPHIC DESIGNER &  
DIRECTORS GUILD OF CANADA (ONTARIO) MEMBER

(416) 996-6096  
mcinroybryon@gmail.com  
www.themythworks.com

## ABOUT ME

20 years of experience in print, corporate, identity and UX/UI design, hard working, willing to learn, not afraid to ask questions and easy to get along with.

Looking to offer my extensive skills, inquisitive curiosity and love of the craft to productions who need a team player.

## KEY SKILLS

Extensive experience in management, creation and production of design across multiple industries, styles and eras.

Excellent research skills and ability to quickly find what is needed.

Professional and extensive experience with Adobe CC Photoshop and Illustrator, Microsoft Office (Word, Excel, PowerPoint), HTML and CSS design.

Excellent photo comp and manipulation skills - matching lighting and settings with shot source as well as stock imagery.

Keen interest in set design using SketchUp and Layout, and familiarity with construction practices.

Familiar with the production process through education in screenwriting, video production, lighting, photography and architectural drawing.

Love of film and television, and the craft and art that goes into it.

## PRODUCTION EXPERIENCE

2021	<b>Dan Brown's The Lost Symbol</b>	<b>2nd Assistant Art Director - Graphics</b>
2020	<b>Y: The Last Man S1</b>	<b>Trainee Assistant Art Director (Weekly)</b>
2019	<b>Hardy Boys S1</b>	<b>1st Assistant Art Director - Graphics (Daily)</b>
2019	<b>Odd Squad Mobile Unit S1</b>	<b>2nd Assistant Art Director - Motion Graphics</b>

## NON PRODUCTION EXPERIENCE

**Independent**  
2015 - Present

### Contract Art Director & Designer

Worked for such clients as SundanceTV / AMC Networks, Wakefield Canada / Castrol Oil, Continental Tires, Triumph Motorcycles, Envision Mobile, GE Canada and many others.

**Various Companies**  
1996 - 2015

### Designer and Art Director

Managed and directed designers and executed original design concepts on small and large scale projects for such clients as IBM, BMW, Miele, Heinz, Government of Ontario, General Motors, CN Rail, Honda and many others.

## EDUCATION

### DGC Professional Development Courses

Concept Art	2021
SketchUp Design for Film & TV	2020

### Ryerson University Courses

Architectural Drawing	2018
Cinematography and Light Design	2011
Fiction Screenwriting	2011
Digital Film Production	2010
Film Technology	2010

**Jeff Gomez's Transmedia Master Class** 2014

### Durham College

Graphic Arts Diploma	1996
----------------------	------

## AWARDS & OTHER

### Merging Media 5's Digital Extensions StoryLab

Winning Team	2015
--------------	------

### Know Your IBM Awards

SITE Awards	2005, 2008
IMA Circle of Excellence	2009, 2014
ChiefMarketer PRO Awards	2014

### Habitat for Humanity Global Village Builds

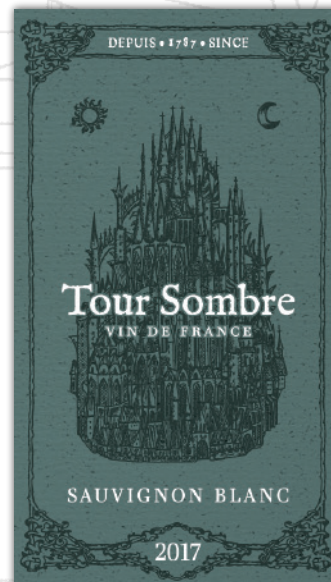
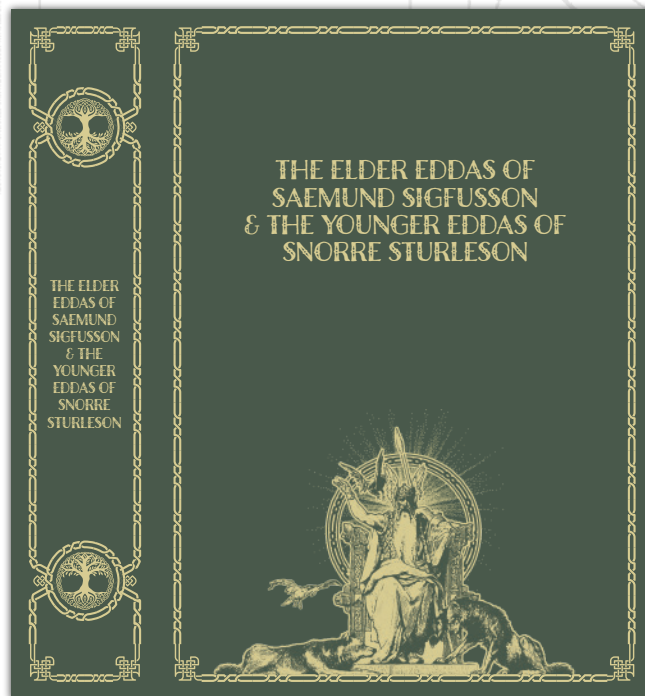
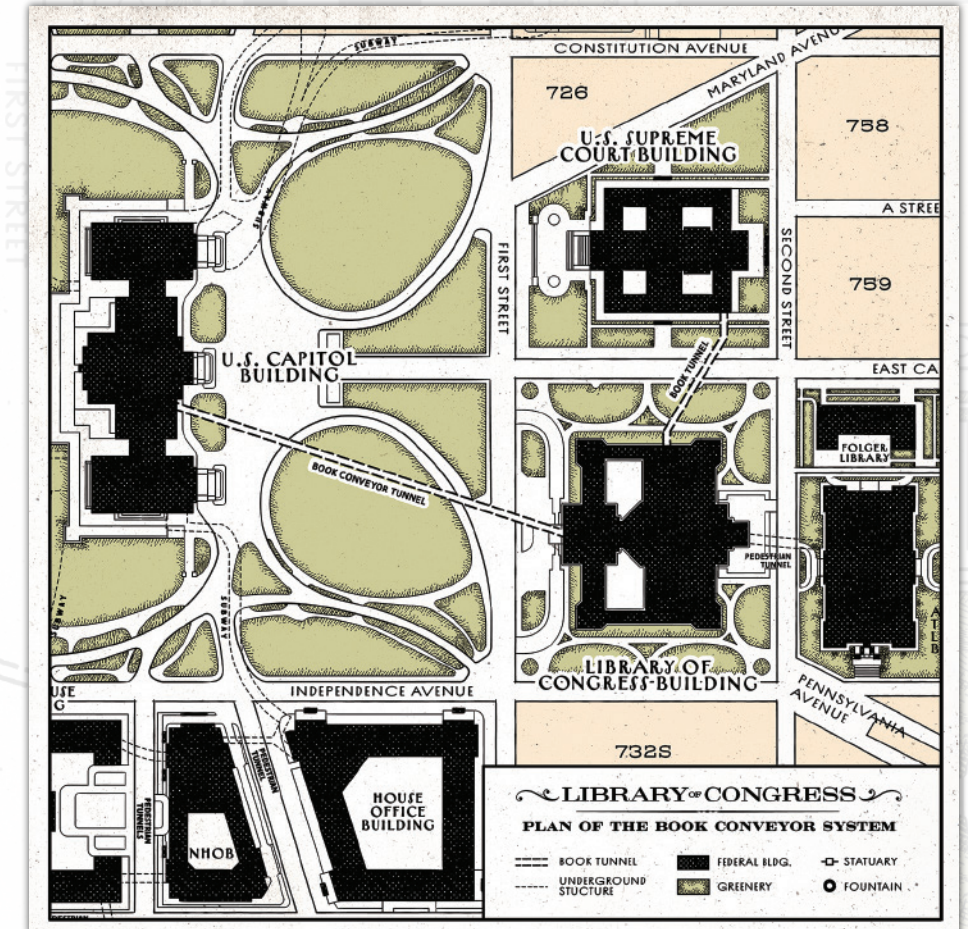
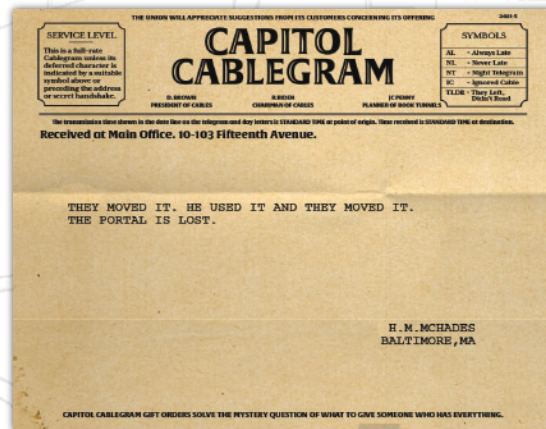
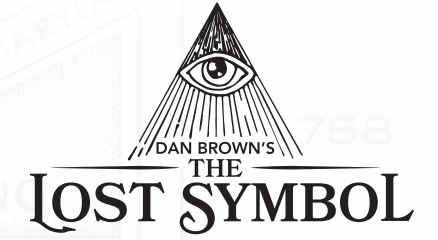
Costa Rica, New Zealand, Guatemala	2006 - 2010
------------------------------------	-------------



# Dan Brown's The Lost Symbol S1

## 2nd Assistant Art Director Graphics

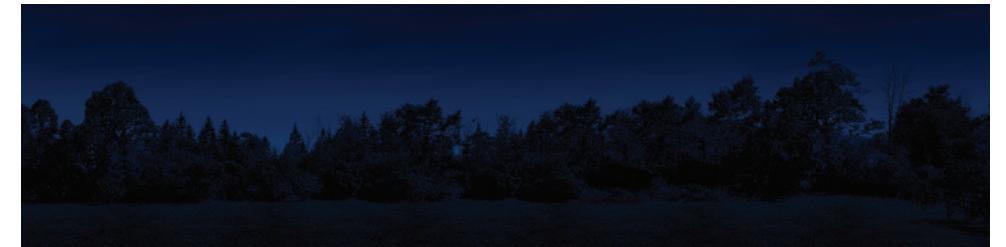
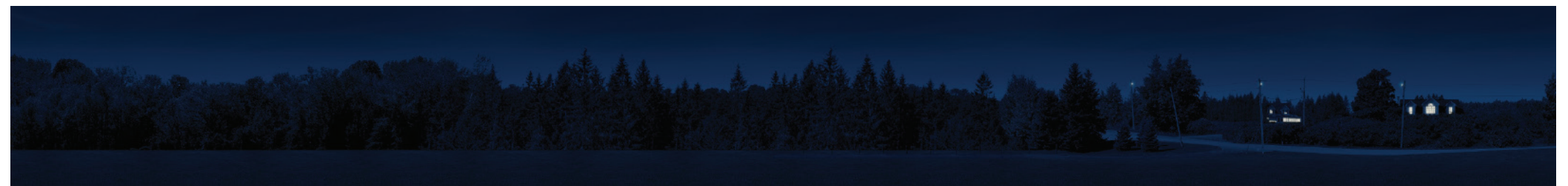
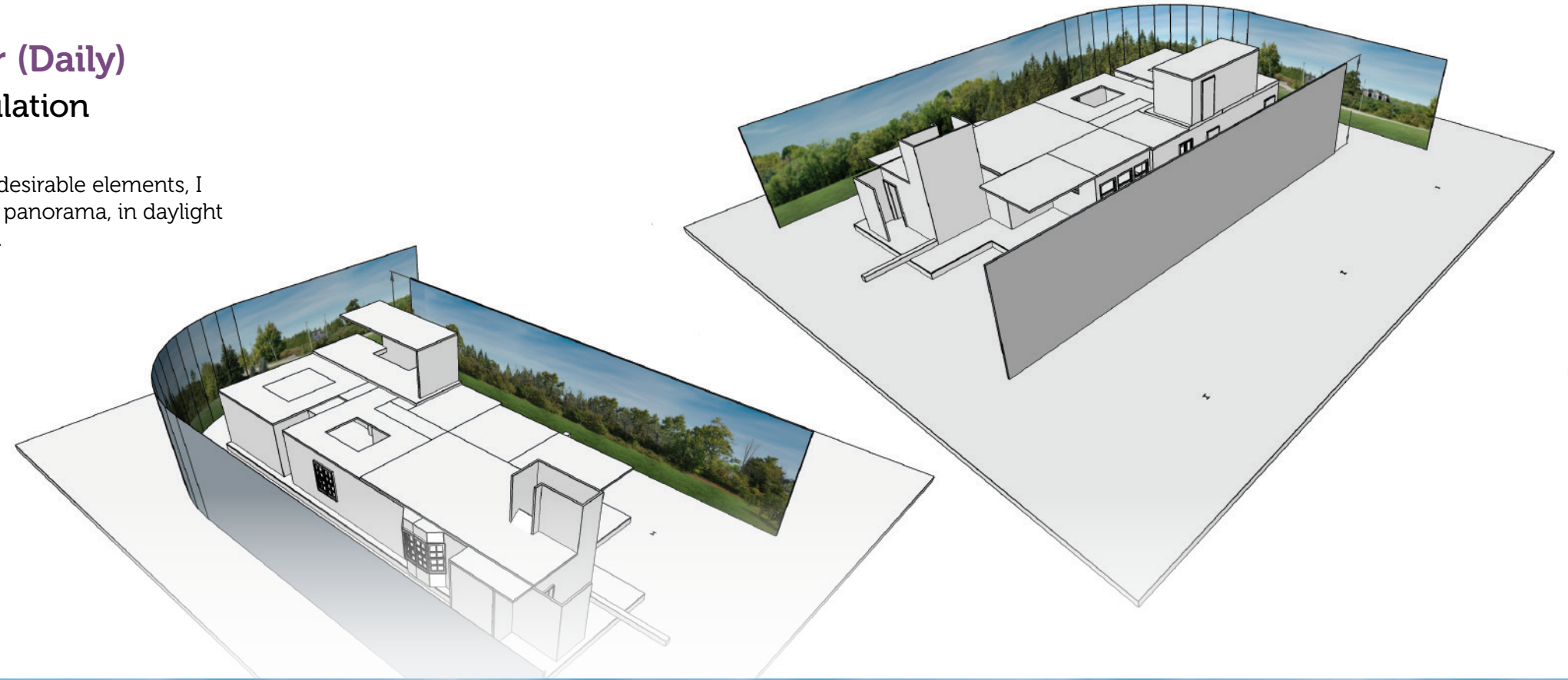
The Lost Symbol presented a modern setting littered with old myths and symbols - fertile ground for graphics. From recreating subway platforms to researching Masonic temple symbols & shields to 18th Century maps to ancient books - the day to day variety of ways the Art Department helped realize the vision of the show was an awesome experience.





## Hardy Boys S1 - 1st Assistant Art Director (Daily) Translite Backdrop Creation and Image Manipulation

Using location shots and a wide variety of stock imagery to correct undesirable elements, I worked with the Art Director to create a curved front and straight back panorama, in daylight and nighttime shots. These were printed out at 17' high for production.





## Miscellaneous Clients

### Print, Identity and Digital Assets 2017-2020

Most of my clients approach me as a supplier for all their design needs, as such I work in digital formats (web UX/UI work, PowerPoint presentations, PDF & email design) as well as print (collateral, retail, vehicle, advertisements). Below are just a few samples of some of my work over the past few years.



Window Decals and Store Point of Sale Signage



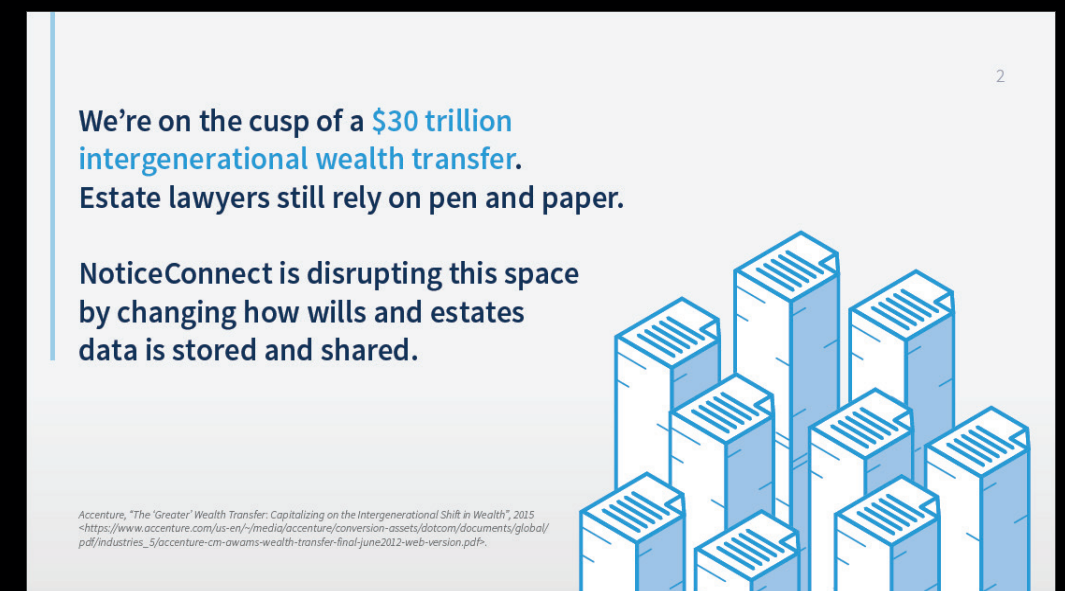
Image manipulation - Castrol / NFL Seattle Seahawks Experience



Banners and Signage



Raptors NBA truck wraps for Castrol delivery fleet



Presentations & PDF design



IBM

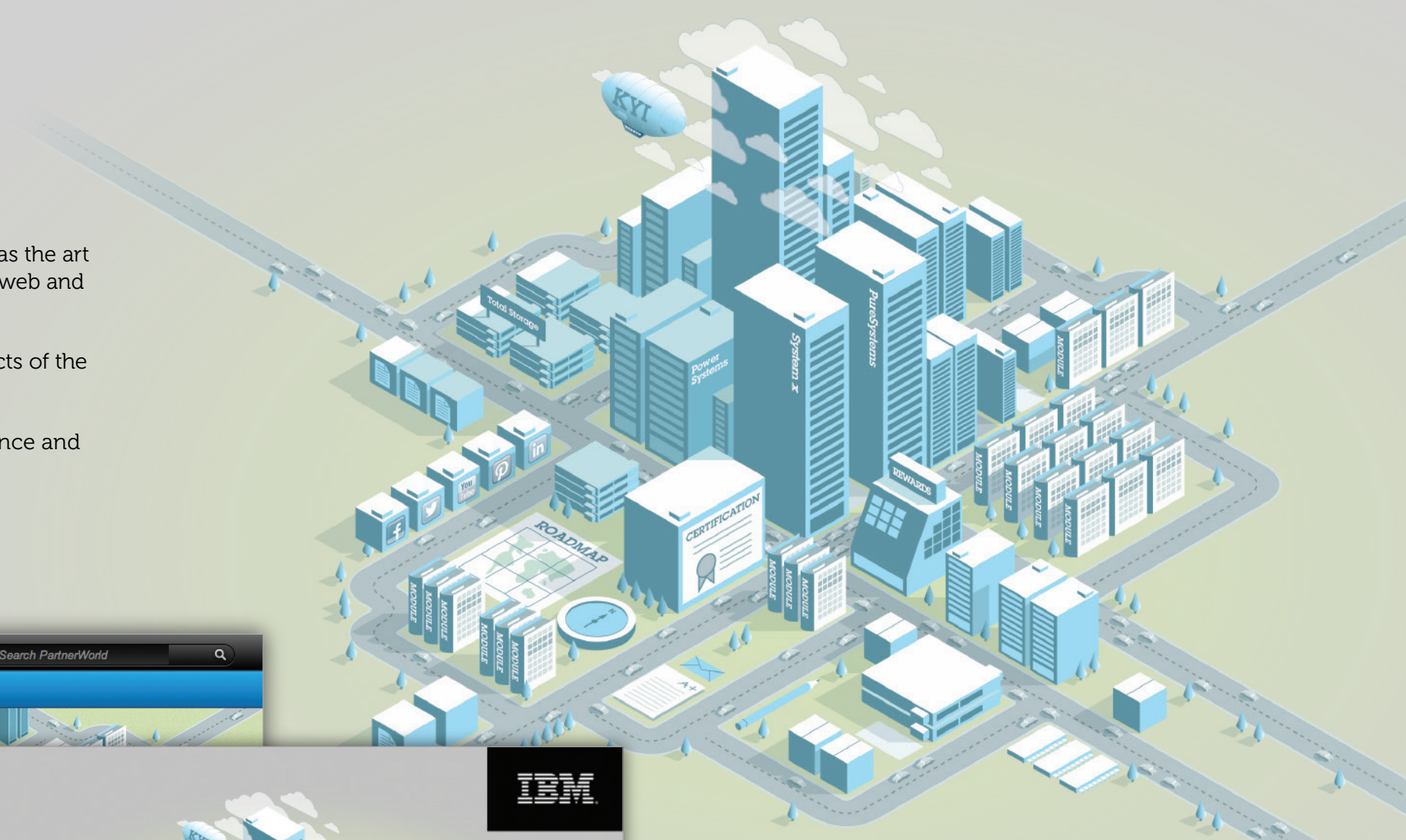
## Know Your IBM 2011 - 2014

### Logo Design, Digital Illustration, Web & Print Design and Production

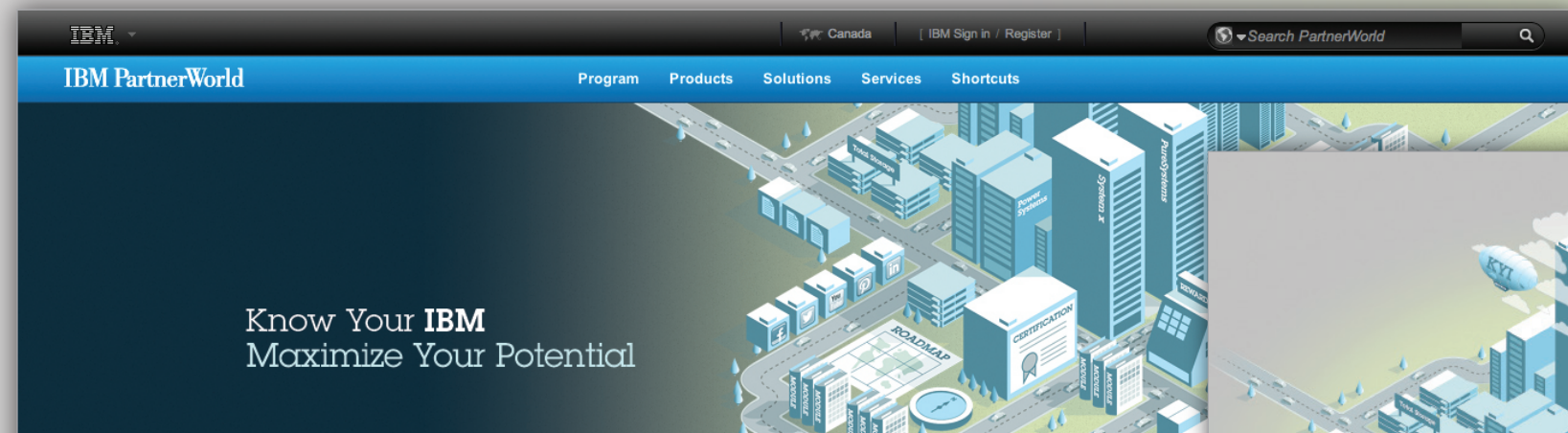
Know Your IBM is IBM's global business partner loyalty program which I helped create in 2001. I was the art director / designer responsible for the creation, management and production of its visual identity, web and interactive elements as well as print design in multiple languages for 13 years.

In the final incarnation I created an isometric cityscape to house buildings detailing different aspects of the program, from rewards they could earn to topics they could learn about.

It won multiple marketing and promotional industry awards such as SITE, IMA Circle of Excellence and Chief Marketer PRO Awards. The program was taken internal by IBM in 2014.



Know Your IBM Homepage



### Welcome, David

Welcome to Know Your IBM (KYI)!

IBM's award winning loyalty offering. The design of the offering is to reward business partner sales representatives like you for your learning and efforts. Since the program started 10 years ago, KYI has delivered over \$20 million dollars in rewards worldwide.

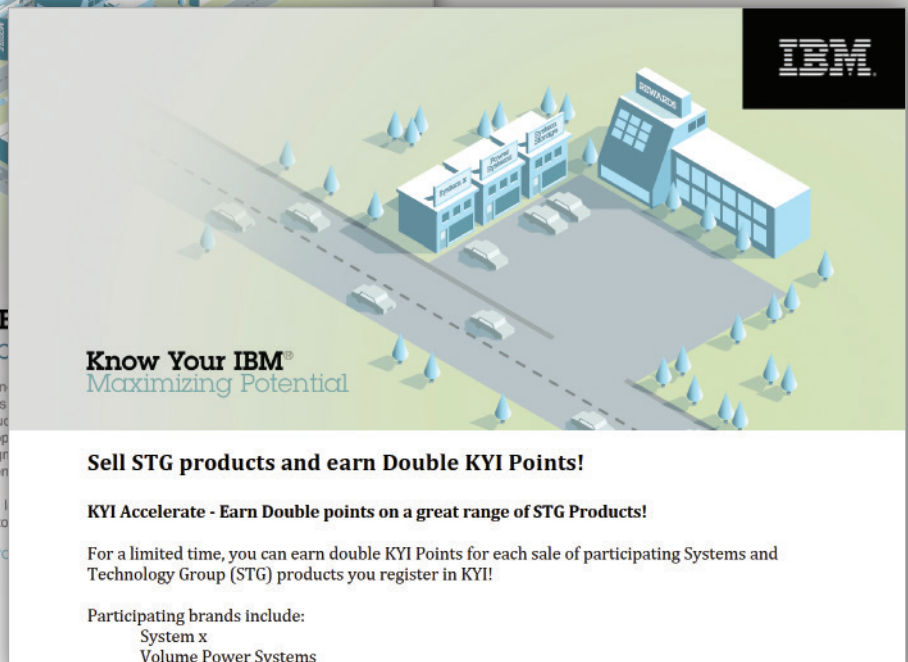
Access to KYI is quick and easy. Review and action the following items to start earning:

- Select a KYI program.
- Select your user group.
- Review your KYI agreement status. If not signed connect with your company APA to get them to accept the KYI agreement.
- Set your communication preferences.
- Accept the Terms and Conditions.

Then start learning and earning!



Poster, email and sellsheet design



### Know Your IBM Maximize Your Potential

IBM Cloud Identity is a non-to-bridge from on-premises to the cloud. Cloud agility to adopt cloud app productivity with single sign-on enables greater IT efficiency through an application Sign-On from any device to [ibm.com/partnerworld](http://ibm.com/partnerworld)

### Know Your IBM® Maximizing Potential

#### Sell STG products and earn Double KYI Points!

**KYI Accelerate - Earn Double points on a great range of STG Products!**

For a limited time, you can earn double KYI Points for each sale of participating Systems and Technology Group (STG) products you register in KYI!

- Participating brands include:
- System x
  - Volume Power Systems

THE MYTHWORKS



# Castrol Oil

## Race to Win Promotion 2018

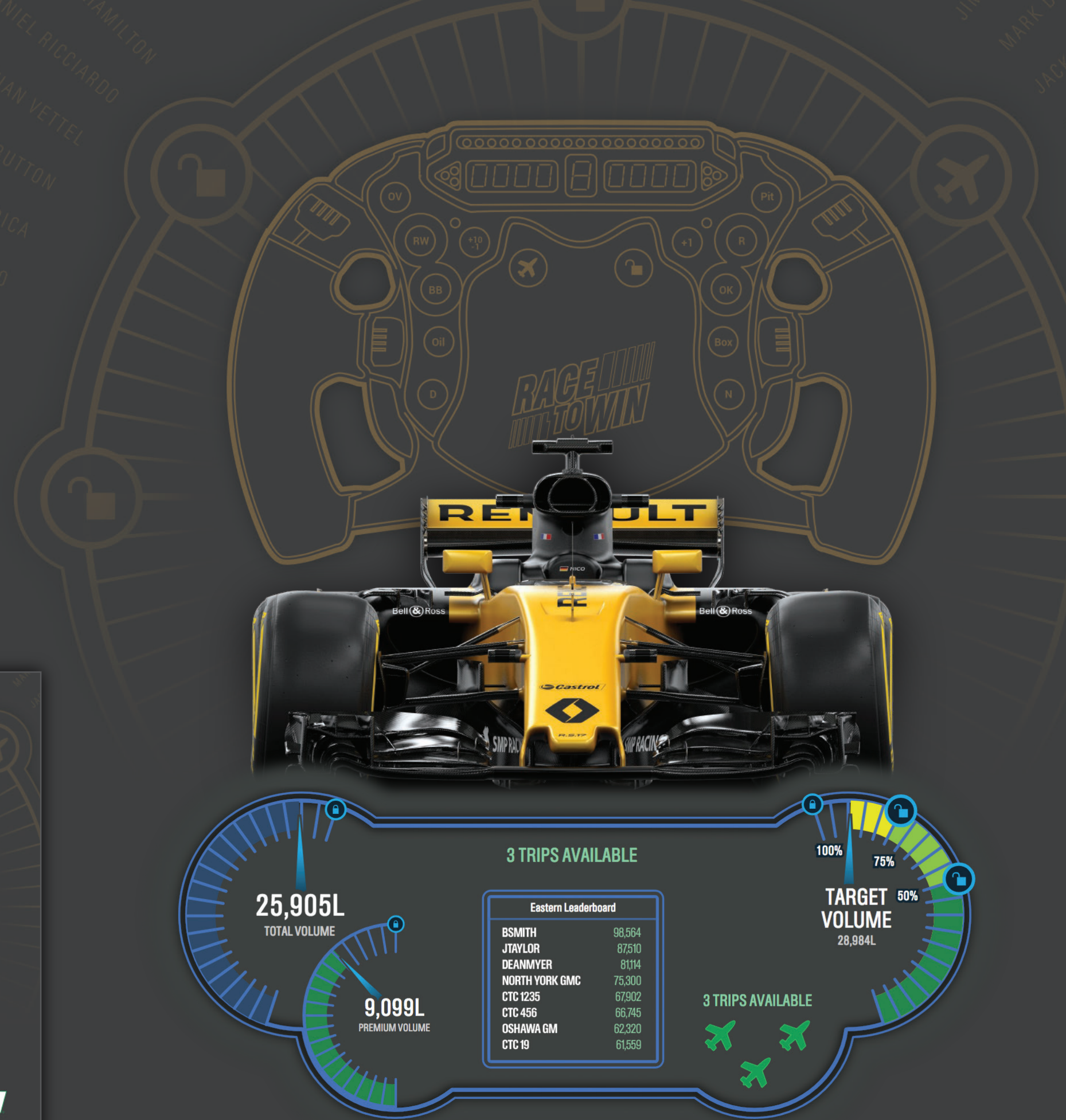
Logo Design, Digital Illustration, Web & Print Design and Production

Castrol Oil ran its second annual version of the Race to Win promotion in 2018. In the promotion, resellers are able to win VIP trips to the Montreal Grand Prix by selling Castrol Oil products to customers.

On a secured promotion website users were shown a heads up display showing their progress towards sales goals. The design elements in this were echoed in all print and digital communications, with the gauge lines sitting with names of the previous Grand Prix winners, underneath a branded F1 steering wheel accompanying the Castrol / Renault car in the race. Winners were supplied with printed welcome packs and enclosures detailing the trip's itinerary.



Printed Welcome Packs and Enclosures



Web Heads Up Display



# Continental Tire

## Take the Money and Run Promotion 2017

Logo Design, Digital Image Manipulation, Web & Print Design and Production

Continental Tire approached my client, Merscient Inc., and asked us to create and launch a promotion called "Take the Money and Run" for the Continental Performance Sales Incentive program we had created for them. To announce the launch we created printed and emailed sell sheets for distribution to resellers as well as industry ads for placement on industry websites. The following page details the logo and imagery creation.

# TAKE THE MONEY AND RUN



You can earn yourself CASH just for selling tires!

Between September 1 and December 31, 2016, any sale of any passenger car, CUV/SUV or light truck Continental or General branded tire earns you \$8! That's right!

#### How Does It Work?

It's simple! Just log in to [ContinentalPSI.com](http://ContinentalPSI.com) and upload a digital copy of each sales invoice. That's it! The more you sell and the more invoices you register, the more you earn!

There's no minimum requirement to unlock your rewards, so you can start earning cash today!

Check out [ContinentalPSI.com](http://ContinentalPSI.com) for full details.

Plus, with each sale, you'll also earn chances to win an invite to our exclusive Winter Launch Event.

So don't delay! Start selling and register!

#### How do I register?

To register, visit the self-registration area.

#### How do I submit sales?

Submit in Excel or other convenient format.

#### How do I keep track of my rewards?

Check your activity statement regularly.

#### Rewarding your success!

Continental PSI is an exclusive rewards program designed to help you sell Continental and General tires and maximize your rewards.

Our goal is to become your #1 with a special reward.

Continental PSI is our way of saying thank you.

For information about Continental PSI, please visit [www.ContinentalPSI.com](http://www.ContinentalPSI.com)



Dear %FIRSTNAME%,  
Want to earn extra money just for selling Continental or General branded tires? Of course you do! Now it's your chance!  
That's right, CASH just for selling tires!  
**How does it work?**  
Between September 1 and December 31, 2016, any sale of any passenger car, CUV/SUV or light truck Continental or General branded tire earns you \$8! That's right! **Eight bucks for each sale!**

1x = \$8

More details are available at [ContinentalPSI.com](http://ContinentalPSI.com)

Continental PSI is an exclusive rewards program designed to help you sell Continental and General tires and maximize your rewards.

The more you sell and the more invoices you register, the more you earn! There's no minimum requirement to unlock your rewards.

Plus, with each sale, you'll also earn chances to win an invite to our exclusive Winter Launch Event. So don't delay! Start selling and registering invoices today!

To start earning cash and chances to win, just visit [ContinentalPSI.com](http://ContinentalPSI.com) and enter your user ID and password. Full contest details are available online.

If you've forgotten your login details, contact us at [support@continentalpsi.com](mailto:support@continentalpsi.com).

Regards,  
The Continental PSI Team

To unsubscribe from these emails, click here. Suggestions and feedback are welcome at [support@continentalpsi.com](mailto:support@continentalpsi.com). To ensure proper delivery please add [support@continentalpsi.com](mailto:support@continentalpsi.com) to your address book.

6110 Carley Rd, Mississauga, ON L4R 3V5

© 2016 Continental Tire Canada Inc. © 2016 Merscient Inc.

Printed Sell sheets

Email Design



Industry Placed Ad Banners



## Logo Design

Logo design has always been a favourite part of my work - combining the requirements of the client, challenges of the business / industry and coupling it with the intended feel and producing a concrete, unifying symbol.

While some of my client work falls into conservative corporate categories, I relish the opportunities to tackle non-corporate work for friends, gaming groups / clans and other projects.



Client : Continental Tire



Client : Wakefield Canada / Castrol



Client : BP USA



Client : Legality Ltd



Client : Merscient Inc



Client : Galaxie Auto Blog



Client : OMDC Game Proposal



Client : Gaming Groups



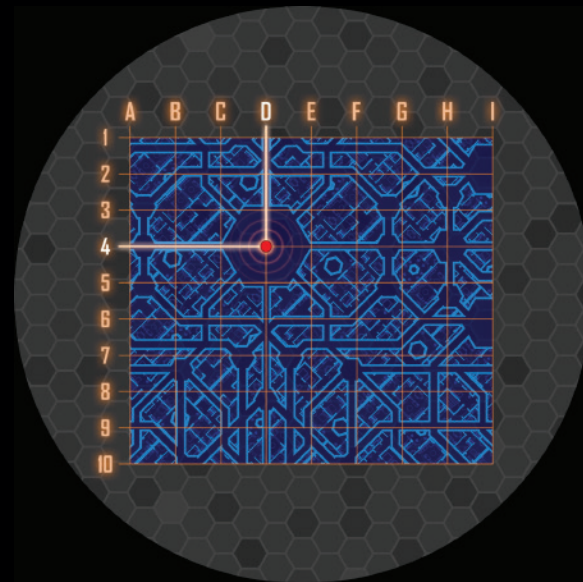
Client : 43 Degree Films



# Motion Graphics & Video Design

## Odd Squad Mobile Unit 2019 & Others

Adobe After Effects, Illustrator and Premiere production of assets for live playback and post production as well as corporate presentations and tutorials.



Odd Squad Mobile Unit Clips for playback and post-production

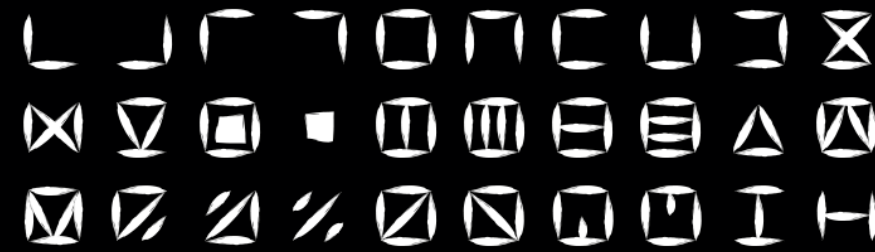


Video and After Effects animations and editing for Castrol & Wakefield Canada

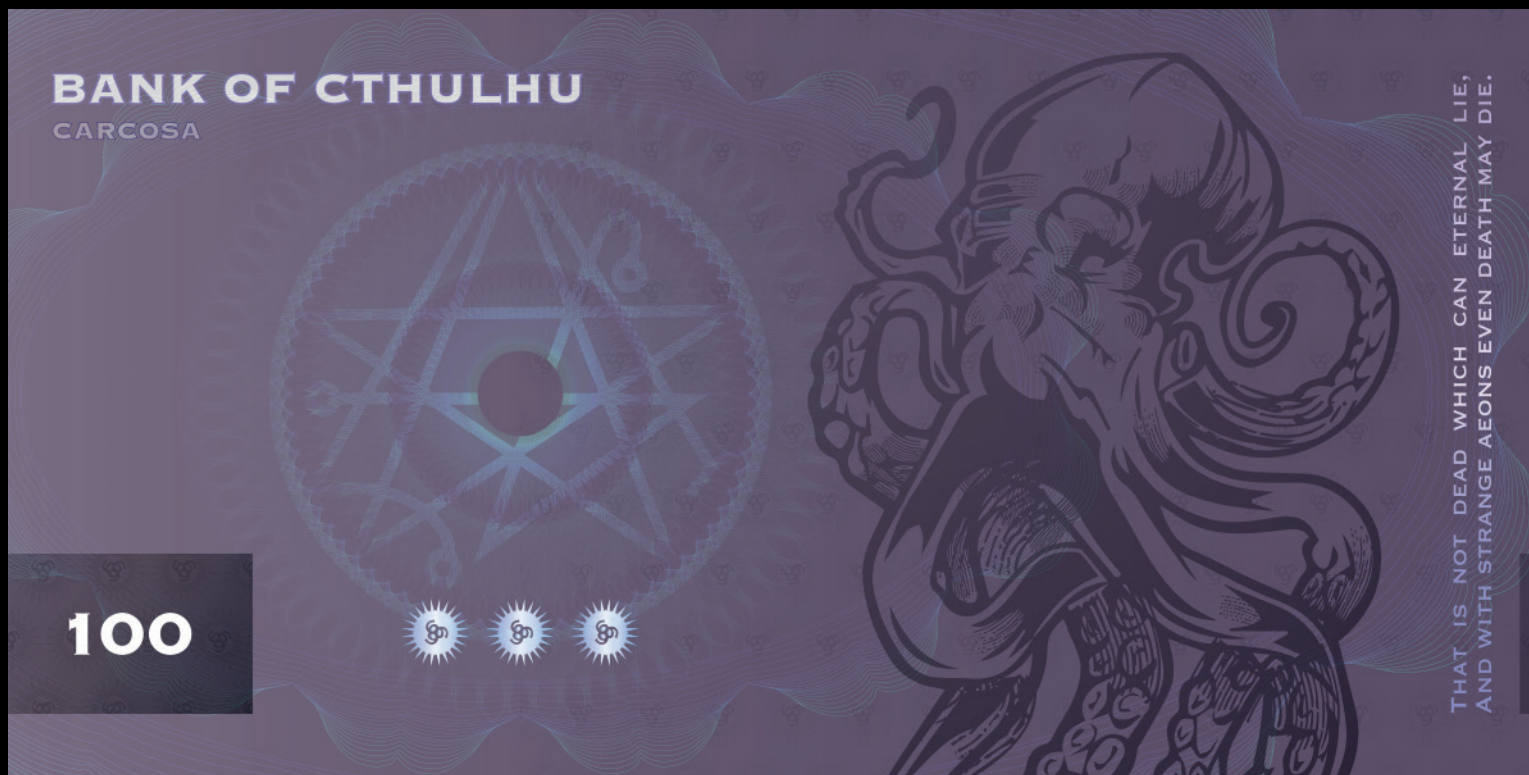


# Experiments

Just stuff, exploring and having fun.



My own variation on a cuneiform typeface.



Who doesn't like Cthulhu?



Trump at the Potsdam Conference... who knew?