

Nick Cogan

is deliciously
seasoned.

nickcogan.com

For the past 15 years, I have conceived, directed, creative directed, produced, sold, written, animated, designed, illustrated and micromanaged **things like** commercials, TV pilots, broadcast titles, viral shorts, websites, banner campaigns, webisodes, and interactive multiplayer cross-platform media experiences for hundreds of **clients like** entertainment companies (HBO, MTV, truTV, Discovery Kids, The Rosie O'Donnell Show, Fox, Sony Home Entertainment, Showtime, IFC) and brands (Nike, Dewar's, AT&T, Kodak, AIG, BASF, and the US Navy).

Awards Highlights

Annie Award nomination, Commercial:
McDonald's "Nutty Trade" 2009 (Director)

Some **Webby** nominations and a Gold and Silver **Horizon Award** in 2006 & 2007

New York Television Festival, Best
Animated Pilot & Artistic Achievement Award:
"Squid Dragon Legend" 2006 (Writer/Director)

Bronze, **One Show Interactive**
Bronze, **Clio** Nike "Hooptown" 2004 (Director)

Emmy Award nominations, Title Design "The
Rosie O'Donnell Show" 1999, 2000 (Director)

78th Annual Art Directors Club Award
Silver Medal for New Media 1999

Young Guns II, Art Directors Club 1998

I.D. Magazine Silver Medal, Interactive
Design 1998

Employment Experience

Blue Sky Studios / 20th Century Fox 2009-2011

Creative Director, Marketing

20th Century Fox hired me to help strategize and execute the marketing of Blue Sky Studios' blockbuster animated films, starting with 'Ice Age: Dawn of the Dinosaurs' and 'RIO'. Between January and June 2009, I produced and directed 10 custom CG animated pieces, including four McDonald's spots (one nominated for the prestigious Annie Award). The film broke international box office records, raking in nearly \$900 million total – the 3rd highest grossing film of the year (after Avatar and Harry Potter 6). For 'RIO', I broke new ground creating in theater promos in 3-D and a modular :45 second toolkit of dancing birds that became content for TV spots, websites, games, promos and lower-thirds. This was a pioneering role at the studio requiring a unique intersection of my diverse background and deep skills as an animator, ad man, storyteller and producer. *(MORE ON PAGE 2)*

Deep Focus 2005-2008

Senior Creative Director / ECD

The award-winning digital agency brought me in to lead their creative department and play a leading role in the strategy and ideation for new business and their largest accounts. I mentored their more junior CDs and ADs, brought branded storytelling to the agency and established a culture of collaboration throughout the departments. It was an exciting time for the agency, which tripled in size during my tenure. *(MORE ON PAGE 3)*

Raw Power 2002-2004

Creative Director / Co-Founder

In the wake of the bust, the old Bullseye partners started fresh with a six man team of seasoned generalists. Though destined for a short run, the company landed some of my favorite client gigs of all time: directing the animation for several shorts on MTV's infamously genius "Wonder Showzen" and producing/directing "Hooptown", Nike's first animated series. There were banners, shorts, websites, promos, and downtown awesome pumping out of our little SOHO studio until the very end.

Bullseye Art 1996-2002

Creative Director / Co-Founder

At the dawn of the internet, Bullseye quickly became a go-to shop for ad agencies needing rich, animated, interactive experiences. We also experimented, creating unique sticky viral experiences that garnered attention in the art and entertainment communities. The early successes inspired us to make our own cartoons: over 100 animated shorts, nearly 20 original entertainment properties, a TV spot, two network development deals, and a ton of crazy stuff for clients. I learned how to do it all the hard way.

Nick Cogan
creative director
animation director
writer

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I've influenced box office receipts...

CREATIVE DIRECTOR, MARKETING
BLUE SKY STUDIOS / 20TH CENTURY FOX

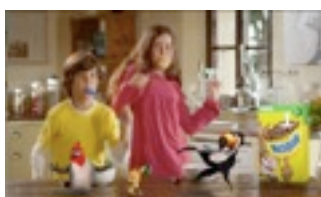
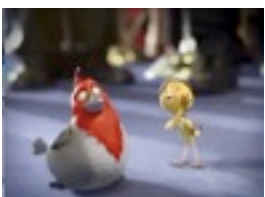
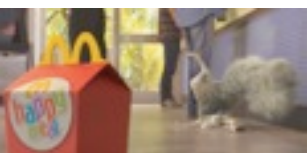
For the past three years, I've been the internal creative lead on all animated marketing materials to support Blue Sky's blockbuster releases.

The position combined my hands-on skills as a storyteller, illustrator, designer, and animator with my experience as a senior ad man. As such, I could be a brand guardian, representing the property to the marketing machine at Fox alongside the films' Directors and Producers.

I conceptualized, wrote, pitched, art directed, storyboarded and directed more than a half-hour of custom CG animation, while also representing the studio to LA, agencies, and global brand partners (McDonald's, Peugeot, Popsicle, Ferrero, Duracell, Dannone, Chiquita).

Leading to battle some of the world's finest animators, illustrators, lighters and technical directors has been an extreme honor and joy.

With each new release, the amount of custom animated executions for marketing has grown while becoming more polished and representative of the film properties themselves - but I'm equally proud of the work I've led to elevate the awareness of the Blue Sky brand within the industry and to the world.



**Examples of these and more are available
online at nickcogan.com/reel**

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I've led digital agencies...

SR. CREATIVE DIRECTOR
DEEP FOCUS

When I started at Deep Focus, it was a dozen or so hungry and talented whiz kids - dying to make their mark on the digital ad world.

It was exciting to collaborate with these brilliant folks, bringing to the table my expertise developing and pitching creative to clients, massaging creative on the floor, and stretching what's possible within both interactive and narrative experiences.

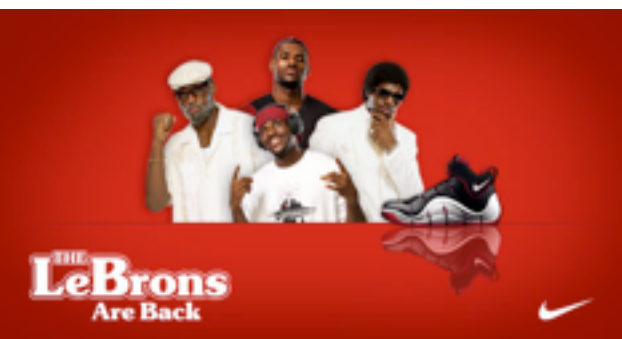
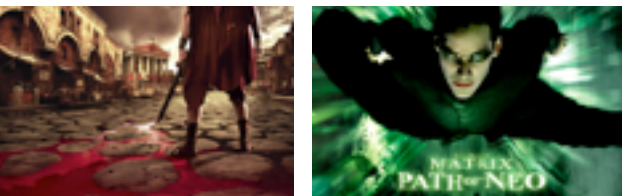
I helped drive some of the entertainment marketing (HBO, Sony Pictures, Atari, TruTV) but soon took the lead on their new, prized brand accounts (Dewar's and Nike).

For Dewar's, we gave a digital voice to their campaign to own a national holiday and brought to life a polished animated style to the collage illustrations of Shepard Fairey's Studio Number One.

For Nike, we launched two expansive product lines by cramming ridiculous features and function into standard banners sizes.

Having run my own shops for nearly a decade by then, it was thrilling to have the account and production support I'd always wanted in those early days. I've never worked on interactive with a more inspired and able bunch of people.

Due to the hyper-fleeting nature of online, 98.7% of my interactive work of the past 15 years is no longer live. However, specific examples might actually be available upon request.



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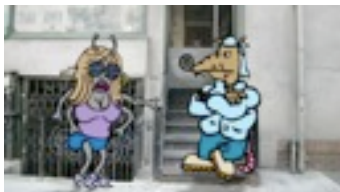
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I've pitched, developed, produced and directed...

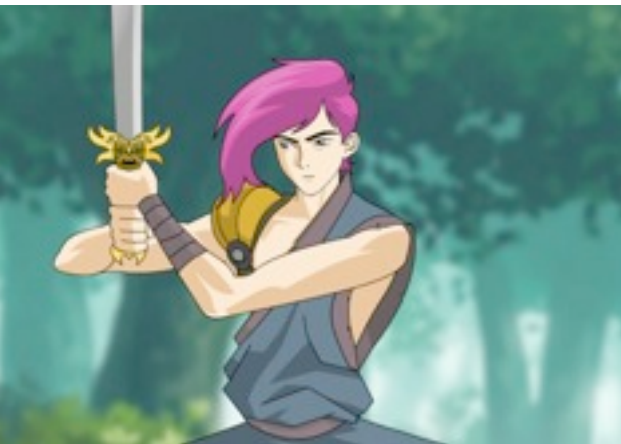
WRITER / DIRECTOR / ILLUSTRATOR / ANIMATOR
SOLO PROJECTS

I've been deeply obsessed with comedy, cartooning, animation, and storytelling since I was a toddler. Sometimes these things line up with what I'm doing professionally, and sometimes I find myself inspired to write and produce something out of my home studio to satisfy a creative itch.



Since Bullseye and Raw Power shuttered, I've produced several animated shorts - each with a different style and a different audience.

My latest was a series of shorts for Fox Broadcasting and 20th Century Fox Television in 2009. The shorts were a pilot presentation for a series I pitched them called 'America (The Animated Series)' - a time-bending family sitcom, skewering our storied past using some of our country's rich iconography (like Mount Rushmore, the etchings on a dollar bill, the state flags - all are speaking roles in the shorts).



Prior to the shorts for Fox, I developed an original series at MTV, won awards at the 2006 New York Television Festival for my indie pilot 'Squid Dragon Legend' and Exec Produced and directed a half hour pilot for Discovery Kids about a family who adopts a 12 foot tiger shark as a pet.



**I write a lot about my life and my obsession with
comedy, cartoons, and drawing on [my blog](#).**