

Neal Sternecky

NSternecky@gmail.com

Personal Statement

Really creative. Really.

Experience

Creative Director, *The Marketing Store*, 2008–present

- Create toy designs for agency clients including McDonald's Corporation (Happy Meal toys), General Mills (cereal-box premiums and mail-in offers), and MetLife (plush toys).
- Spearhead initiatives in the design and development process which have saved the company well over \$1 million to date.
- Manage a team of five artists and industrial designers.
- Communicate with and travel to international office branches in London and Hong Kong to facilitate toy manufacturing and development.
- Collaborate directly with premier licensors, including DreamWorks Animation, Warner Bros., Viacom, Nintendo International, DC Comics, Mattel, Lucasfilm, and Hasbro.

Director/Storyboard Artist, *Warner Bros. Animation*; 1996–2008

Directed fifteen short-subject cartoons featuring Tom and Jerry. Created storyboards for various series including *Tom and Jerry Tales*, *The Looney Tunes Show*, *Duck Dodgers*, Looney Tunes short subjects, *Pinky and the Brain*, *Tiny Toon Adventures*, and *Animaniacs*, as well as designed various characters and props.

Freelance Artist, 1983–2008

Created storyboards, animation and illustrations for clients including Walt Disney Animation (*Mouseworks*, *House of Mouse*, *Lilo & Stitch*); Blue Sky Studios (*Robots*); Cartoon Network Studios (*Foster's Home for Imaginary Friends*, *Johnny Bravo*); Universal Cartoon Studios (*Curious George*, *Woody Woodpecker*); DC Comics; Big Idea Productions; Character Builders; Chuck Jones Film Productions; McDonald's Corporation; Keebler Company; Leo Burnett USA; DDB Needham Worldwide; *Chicago Tribune*; *Disney Adventures Magazine*.

Toy Designer, *Simon Marketing, Inc.*; 1993–1994

Designed Happy Meal toys for McDonald's Corporation.

Animator, *StarToons*; 1992–1993

Animated on and storyboarded for various Warner Bros. Animation television series, including *Animaniacs*, *Taz-Mania*, and *Tiny Toon Adventures*.

Comic Strip Artist, *Pogo*; 1988–1992

Co-created syndicated comic strip for the Walt Kelly Estate and the Los Angeles Times Syndicate. *Pogo* appeared in over 300 newspapers worldwide.

Art Director, *Leo Burnett USA*; 1985–1988

Created award-winning broadcast and print advertising for agency clients including McDonald's, M & M/Mars, Procter & Gamble, and H. J. Heinz (Heinz Gravy).

Copywriter, Marsteller, Inc.; 1983–1985

Created award-winning broadcast and print advertising for agency clients including Jays Foods (Jays Potato Chips), R.T. French (French's Mustard), and Blue Cross & Blue Shield.

Creative Director of Advertising, Graphics Editor, Comic Strip and Political Cartoonist, *The Daily Illini* (University of Illinois's student-run newspaper); 1979–1983

Awards

Daytime Emmy Certificate of Merit for Storyboard Contributions to *Animaniacs*, 1995-1996

Hanna-Barbera/Cartoon Network Storyboard Contest, Third Place Award, 1994

Gold Effie (Efficiency in Advertising) Award, 1988

Advertising Age Magazine's Best Campaigns of 1987, First Place Award

Education

Bachelor of Science in Advertising, University of Illinois at Urbana-Champaign

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Animation Credits

Television Series

Director

- *Tom and Jerry Tales*

Story Artist, Prop/Character Designer

- *Tom and Jerry Tales*
- *Curious George*
- *Foster's Home for Imaginary Friends*
- *Duck Dodgers*
- *Animaniacs*
- *Pinky and the Brain*
- *Lilo & Stitch*
- *Woody Woodpecker*
- *Tiny Toon Adventures*
- *Johnny Bravo*

Animator

- *Disney's House of Mouse*
- *Disney's Mouseworks*
- *Animaniacs*
- *Taz-Mania*
- *Tiny Toon Adventures*

Home Video Features

Story Artist

- *Wakko's Wish*
- *VeggieTales: Esther, the Girl Who Was Queen*
- *Scooby Doo & the Alien Invaders*
- *3 2 1 Penguins: The Amazing Carnival of Complaining*

Animator

- *Pocahontas II: Journey to a New World*

Theatrical Features/Short Subjects

Story Artist

- *Robots*
- *Jonah: A VeggieTales Movie*
- *Slacker Quacker* (Looney Tunes short)

Animator

- *Daffy Duck for President*
- *Space Jam*
- *Little Go Beep* (Looney Tunes short)
- *The Pig Stays in the Picture* (Looney Tunes short)
- *Museum Scream* (Looney Tunes short)
- *Daffy Saves Christmas* (Looney Tunes short)

Web Animation

Story Artist, Animator

- Looney Tunes Online (<http://www.warnerbros.com>)

Television Commercials

Animator

- MCI/Michael Jordan campaign (various Looney Tunes characters)
- Kellogg's Corporation (Tony the Tiger, Toucan Sam, Coco the Monkey)
- Chevrolet Monte Carlo, "Split Personality" spot (Tasmanian Devil)
- Post Cereal Cartoon Network Cartoon Kit spot (Scooby Doo, Magilla Gorilla, Marvin the Martian)
- Road Runner Broadband Internet Access (Wile E. Coyote)

Other

Co-Writer, Story Artist, Animator

- "An Interview with Bugs Bunny," created to promote *Space Jam* for use by local television markets nationwide; it also aired nationally on *Entertainment Tonight* and *Access Hollywood*.