

INFORMATION

Full Name: Dana Russell Moreshead

Current Company: Fishbrain

Title: Creative Director

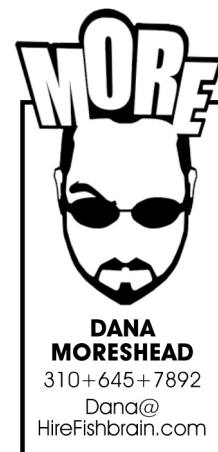
Education: BFA in Communications Design with an undeclared minor in Illustration from the Pratt Institute in Brooklyn, New York.

Age: 39.

Birthplace: Providence, RI.

Current residence: Los Angeles.

Family: Married with two kids.



17 YEARS OF
CREATIVE EXPERTISE
MASHED ON TO
THREE PAGES

PHILOSOPHIES

Essential business philosophy: Work and speak honestly.

Guiding principle: Target perfection.

Yardsticks of success: Positive, or appropriate, audience reaction.

Goals yet to be achieved: Complete creative freedom.

Best way to keep a competitive edge: Plant your roots in experience and *grow*.

DECISIONS

Best business decision: Moving to California from New York.

Worst business decision: Staying on with a start-up company after the money ran out.

Toughest business decision: Leaving the relative safety of a staff job at Marvel Entertainment.

Biggest missed opportunity: I don't recognize the idea of a missed opportunity; there is only the path taken.

Mentors: There were three -- my father, my first "real" boss, Mark Erickson and my last boss, Stan Lee.

Word that best describes you: Dedicated.

CONFESSIONS

What you like best about your job: It's a tie, the diversity of projects *and* the smell of a running pressroom.

What you like least about your job: "I know we said it was approved, *but...*"

Pet peeve: People who say they are going to do something -- then don't.

Most important lesson learned: Don't muck about, you'll just make a mess.

Person most interested in meeting: Storm Thorgerson.

Three greatest passions: Design, spending time with my family and reading.

First choice for a new career: None. Every aspect of my creative career is what I love. It's this or a coma.

FAVORITES

Favorite quote: "Success is not final, failure is not fatal: it is the courage to continue that counts." -- Winston Churchill

Most influential book: "Fountainhead" by Ayn Rand.

Favorite restaurant: Cliff's Edge in Silver Lake.

Favorite place for business meetings: Wherever the meeting needs to be, past that, my office.

Favorite vacation spot: Cambria, California.

Favorite way to spend time: Playing with my kids.

BIOGRAPHY

Dana Moreshead has over 17 years of practical creative experience that touches upon every aspect of the commercial arts. A graduate of Pratt Institute with a BFA in Communication Design, Moreshead has worked as an Art Director and Executive Director of Creative Services at Marvel Entertainment, Inc. a Vice President of Creative Services and Brand Management at Stan Lee Media; as well as an EVP Product Development at StatCard Entertainment. He is currently a Creative Director at Fishbrain where he focuses on creative and business development aspects of brand building, consumer products, websites and corporate identities.

CREATIVE DIRECTOR

Fishbrain 2002 to Present

Develop brand platforms, advertising, corporate identity, key art, custom publishing, web sites, and strategy materials. Spearhead completion of animated series bible, business plans, investor relation packages and brand pitches. Hire printers, writers, artists and coordinate all aspects of project management. **Client Highlights:** CBS, Character Vision, Classic Media, Denise Austin, DC Comics, Discovery Channel, eDoorways, Greg Tang, The HERO Initiative, iBooks, Impact Marketing & Promotions, Jakks Pacific, Mattel, Marvel Entertainment, Mighty Oak Productions, Odiorne Wilde Narraway + Partners, Sony Pictures, San Francisco State University, Special People Helping Others, Starlight Starbright Children's Foundation, Taurus World Stunt Awards, ThumbWorld Productions, Viacom, Warner Bros., Xbox.

HEAD OF PROJECT DEVELOPMENT

StatCard Entertainment, Inc. 2000 to 2002

Oversaw the development of consumer product line including packaging, online games, retail materials and web sites. Created media materials for print ads, TV spots, POP, and viral marketing. Developed pitch materials in conjunction with entertainment, promotional, and financial companies. **Client Highlights:** Mattel, The Familie, Toys "R" Us, Fleet Bank, First Data Corp., Lucas Arts, Universal Studios.

VP CREATIVE SERVICES & BRAND MANAGEMENT

Stan Lee Media, Inc. 1998 to 2000

Designed company ID and office spaces. Founded the in-house Creative Department. Coordinated brand strategies with in-house web team. Created web, print, TV, radio, and viral media campaigns, as well as comprehensive press, investor relations and media kits. Developed corporate and IP identity packages. Oversaw production of special projects and events including the Costume Appearance Program and the 7th Portal 3D Theme Park Ride. Oversaw contract and product development of all licensed categories. **Client Highlights:** The Backstreet Boys, Burger King, Carat, Conan Properties, Dick Clark Productions, Equity Marketing Group, The Firm, Gear Magazine, Mary J. Blige, Paramount Parks.

CREATIVE SERVICES

Marvel Characters, Inc. 1990 to 1998

Executive Director, Creative Services & Special Projects

1996 to 1998

Oversaw all aspects of Universal Islands of Adventure's: Marvel Super Hero Island theme park and Marvel Mania restaurant. Organized development packages for Marvel Films. Continued global product management and style guide development.

Director of Creative Services & Special Projects

1994 to 1996

Relocated to Los Angeles to found Marvel's West Coast Creative Services department. Worked with artists, writers, designers to create both live-action and animated style guides, oversaw product development for licensed categories worldwide, created product and retail brand programs for Retail and Consumer aspects of multi-million dollar merchandising efforts.

**DANA
MORESHEAD**
310+645+7892
Dana@
HireFishbrain.com

Director of Creative Services

1994

Assumed responsibilities for all creative development of licensing, advertising, and corporate materials. Staffed and structured the Consumer Products Approval Team. Coordinated brand strategies with the international and domestic licensing and marketing groups. Traveled abroad to instruct international licensing agents on brand guidelines.

Senior Art Director, Marketing & Promotions

1992 to 1994

Helmed the creative development for publishing division's promotional programs. Took over creation of company's tradeshow materials, booth design, corporate pitches, annual reports, and retailer incentive programs.

Art Director, Marketing & Promotion

1990 to 1992

Designed and working with outside agencies to create advertising, promotions, posters, POP displays, premiums, and catalogs. Assisted in the foundation and staffing of the Advertising and Promotions Creative Department.

Client Highlights: Activision, Capcom, FAO Schwarz, Jerry & Ketchum, MCA Records, McDonald's Corporation, New Line Films, PepsiCo, PolyGram Home Video, QVC, Saban, Sega, Target, Toys "R" Us, Toy Biz, Universal Themed Attractions, Viacom.

AWARDS & ACHIEVEMENTS

2006 *Key Art Award* Nominee and Finalist *Special Recognition Print* category

2005 PPAI *Gold Screen Print Award for Quality and Design*

2002 *ToyBook Top New Toy*

2000 New York Festival Entertainment Finalist

2000 London International Advertising Awards *Interactive Entertainment Finalist*

2000 *Best Entertainment Web Site* and *Best of Show* from the Web Marketing Association

2000 Hollywood Christmas Parade *Best Technical Achievement Award*

1999 *Rose Bowl Parade Fantasy Trophy*

1997 *Amusement Today's Golden Ticket Award*, for *Best Ride*, and *Most Innovative Ride Design*, Coin-Op

1994 *Wizard Magazine Fan Award for Favorite Toy Line*

SKILLS

Proficient in Mac and PC, as well as PhotoShop, Acrobat, Microsoft Word, PowerPoint, Dreamweaver, Quark, Illustrator and a variety of Internet-based programs. Full understanding of the video game production process. Through knowledge of typography, color separation, paper specification, and high-end specialty printing techniques. Experienced in international manufacturing practices of consumer product categories. Experienced in brand and property development. Able to generate enthusiasm for any manner of project. Fluent in both "Artsy-fartsie" and "Suit."

SUPPLEMENTARY

Substitute Professor, published Fiction Writer, Independent Film Producer, Script Advisor.

REFERENCES

References are available upon request.

**DANA
MORESHEAD**
310+645+7892
Dana@
HireFishbrain.com