

J MILLIGAN

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award-winning creative leader • team builder • kids media expert



**Toca Boca | VP/EP Head of Toca TV
2015 - Present**

- Founded New York (Brooklyn) studio for Toca Boca in March 2015
- Built Toca TV SVOD platform from the ground up
- Built a team of over 20 people across content and platform groups
- Managed budget of \$5M/year
- Led design for core product features
- Showrunner for over 12 original show properties
- Sourced thousands of videos from MCNs
- Launched Toca TV in over 150 countries iOS and Android in 2016, over 1M downloads
- Served on Toca Boca Management Team and Creative Guild charting company and IP strategy

Platform: Toca TV (mobile SVOD platform for kids 5-9)

Content: 2000+ MCN sourced videos + 200 originals on platform and YouTube

Partners: Apple, Google, YouTube, Ooyala, Microsoft, BBTv, DTV, Freedom!, Collective, Spin Master and others



**Sesame Workshop | Creative Director | Content Innovation Lab
2011-2015**

- Led the Lab in designing 'new ways to tell stories, new ways to interact and new ways to play together'
- Explored interactive television, voice recognition, intelligent agency, non-linear storytelling, and human/machine interactions focused on young children and families
- Collaborated with outside tech partners, production and research teams within Sesame and world-class talent
- Served as Lead Designer, Head Writer and Content Director of all Lab projects
- Work was featured at CES keynotes, MIP, and other venues under NDA

Platforms: Smart TV, tablet, mobile, ultrabook, connected toys, real-world games, Kinect, AR, VR, and others

Partners: Google, Amazon, Microsoft, Intel, Qualcomm, Stanford d.school, IDEO, DARPA, ToyTalk, Swinburne BabyLab, Hide&Seek, Games for Change, TCG, Hasbro, Madefire, Sesame Workshop's Production Group, Products Group, PR/Social Media, Outreach and Research Departments



**Sesame Workshop | Creative Director and Head Writer
Digital Media Group
1996-2011**

- Creative and Design Lead on all interactive projects for kids at Sesame Workshop
- Built and led creative teams
- Collaborated with producers, research/content/curriculum experts, artists, sound designers, developers, show writers and Muppet talent
- Head Writer and Director for all interactive VO and video assets for hundreds of apps, games and activities on every major platform

Platforms: CD ROM, web, mobile, console, handheld, interactive TV, television, toys, podcasts, ELA, and others

Styles: Traditional animation, Flash, 3D, stop motion, puppets, live action

Properties: Sesame Street, The Electric Company, Sagwa, Dragon Tales, Pinky Dinky Doo

Partners: Creative Wonders, The Learning Co., Mattel, Sony, Nintendo, Microsoft, WB Games, DoubleFine, IDEO, PBS Kids, AFI Institute, Hasbro, and many others

Selected Projects

Digital

Toca TV (2015-2017): VP/Lead Designer/ Showrunner for bespoke SVOD platform built from the ground up, winner of Kidscreen Award for Best Streaming Video Platform—over 1M downloads on iOS and Android

SesameStreet.org (2007-2011): Creative Director/Lead Designer of hundreds of games and activities, Head Writer and Director of 200+ Muppet videos—winner Emmy and Peabody awards

Elmo Loves ABCs (2010): Months before the launch of the iPad, designed Sesame's first app for this new platform—Sesame's highest revenue-producing app, and the anchor of the "Elmo Loves" brand

Kinect Sesame Street TV (2011-2012): Lead Designer, Head Writer, Director of 16 episodes of interactive TV for the Xbox360—winner 2013 Children's BAFTA: Multiplatform

Sesame Street AR Playset (CES 2012), Abby's Fairy Rock (CES 2013), Grover's Block Party (CES 2014): Breaking ground with tech + toys, multiscreen play and AR in ongoing R+D project with Qualcomm

Sesame Street Family Play (2013): Rethinking “play” in the real world afforded by the mobile platform—and creating opportunities as a new brand within Sesame

Books

The Wisdom of Big Bird (with Carroll Spinney), Villard, 2003
Jack Fish, Soho Press, 2004 (Optioned for film and TV)
Eggman, Kindle, 2012

TV

Writer: Sesame Street—The Twiddlebugs, Great Adventures of Bert and Ernie, Abby Cadabby’s Flying Fairy School, Smell Like a Monster

Guilds

Member DGA, WGA, Author’s Guild

Awards

4 Emmys, the Peabody, a BAFTA, a Webby, Kidscreen, 4 Tellys, numerous Parents’ Choice, Common Sense Media Awards, and many others

Speaker

TEDx Houses of Parliament, PSFK, NYU, SVA, Stanford d.school, Kidscreen

Education

AB Columbia College, Columbia University, English Literature 1992