

J Milligan (he/him)

929-331-8572 | Brooklyn NY

jmilligan409@gmail.com | www.j-milligan.com

WORK

The Copernicus Project | VP/EP | Content and Product | 2023

- Head of content and product strategy, direction and production for B-Corp climate tech startup
- 0-1 B2B2C platform strategy, development and design, short-form video production, podcast/audio production, thought leadership strategy, communications
- Building and managing a team of FTEs, contractors, consultants, vendors and studios

Sago Mini | Consulting Creative Director | 2023

- Advising on long-term product strategy, growth and content for award-winning digital play studio in the kids edtech space (part of Toca Boca/Spin Master)
- Designing multi-IP digital subscription ecosystem for Sago and Spin Master properties
- Consulting on video production, casting, writing, pipeline and editing

Google Kids and Family | Consulting Creative Director | 2022-2023

- Advised Unicorn team on UX, design, content strategy, user journeys and partnerships for 2-14 year old users and their families
- Prioritized product features and initiatives for 2023-2024
- Crafted brand strategy documents, mock press releases, inspiration decks and UX sketches
- Thought partner to executives, leaders, managers and designers

HOMER Learning (BEGiN) | VP Children's Content | 2020-2022

- Recruited, led and managed team of animators, art directors, illustrators, game designers and copywriters
- Created and developed new IP, universe and 10 original characters for interactive and linear content, toys, social media, marketing and branding
- Collaborated with engineering, learning, product, brand, marketing and DEI experts to launch flagship subscription product for kids 2-6 with 24 new math games and thousands of legacy lessons and videos
- Developed content and product strategy for company as member of leadership team
- Directed design for third-party (Sesame Street) SEL app and documented concept and features that established product roadmap

Two Moos/Two Bulls | Creative Executive Producer | 2019-2020

- Represented Australia-based global digital agency in New York leading US business development, prospecting, pitches and client relationships
- Led interactive and narrative design, writing, R+D and prototyping on projects for clients including WGBH, Nickelodeon, Sesame Workshop and Sam's Club
- Designed, wrote and managed projects for conversational UX, AR, machine vision, web, mobile

Lanky Co. | Founding Partner/Head Writer | 2017-Present

- Co-founded a boutique kids creative development agency successfully licensing original IP to Apple, Aardman and Amazon
- Developed over 20 properties for pitching and for clients UYoung (China), Aliya LeeKong, Kobe Bryant and more
- Managed business development, partnerships, lead generation, contract negotiation, legal, content distribution, and revenue

Toca Boca | VP/EP Head of Toca TV | 2015-2017

- Founded NYC studio for global kids app company based in Stockholm, Sweden (acquired by Spin Master)
- Managed budget of \$5 million and engineering of new SVOD platform
- Built and led team of 25 across content, design, engineering and product
- Established company creative principles and Toca TV branding
- Member leadership strategy team
- Licensed thousands of videos from MCNs, distributors and independent creators
- Executive Produced hundreds of original videos both animated and live action

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

- Conceived product, content and UX vision for Sesame's partnerships with Google, Qualcomm, Intel, IDEO, and others in AR, Conversational UX, Vuforia, apps and console
- Head writer and Director for 2 seasons of groundbreaking interactive TV co-developed with Microsoft
- Thought leader, blogger and public speaker (PSFK, TEDx Houses of Parliament)

Sesame Workshop Digital Media | Creative Director | 1997-2011

- Lead Designer, Head Writer and Content Director on all interactive projects at Sesame reaching millions of kids and families on all available platforms
- Recruited, led and mentored multiple creative teams
- Collaborated with producers, learning experts, artists, sound designers, developers, writers and Muppet talent to produce award-winning and engaging content

EDUCATION

Columbia University | BA English Literature

GUILDS

Directors Guild of America and Writers Guild of America

ADVISOR

Aquifer Motion | Expert in Residence: Fam Studios | Blanchard House Institute | Weyo

AWARDS

Emmy (4), Webby (2), a BAFTA, the Peabody, and numerous KidScreen, Parent's Choice, Telly, and others