



ANDY BROWN

DIGITAL DESIGN CV
2021

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'Printer Friendly Version'

INTRODUCTION

I am a digital designer / creative lead / project lead with 20 years experience within the music industry, design agency and e-commerce sectors.

I have worked on some of very high profile brands such as Star Wars, T in the Park, Celtic Football Club, Scottish Football Association, SSE Hydro / Wembley Arena and many more.

I am a technology enthusiast and I love discovering / adapting to pioneering tech which can be utilised within digital design such as Augmented Reality and Virtual Reality, emersive 360 video and more.

In all my job roles so far, I have become the 'go to guy' for creative, lateral thinking and technological solutions for clients. My experience has given me a broad knowledge base and ability to adapt to whatever creative challenge is presented.

EDUCATION

- 2014 - iOS Development for Designers (x-code) - Academy Class, London
- 2013 - Adobe After Effects – Black Belt – Academy Class, Glasgow
- 2000-2001 – BSC Applied Graphics & Multimedia – Glasgow Caledonian University
- 1998/99 – HND Graphic Design – Glasgow College of Building & Printing
- 1997 – HNC, Graphic Design – Glasgow College of Building & Printing

WORK EXPERIENCE

- July 2018 - Present - Trespass / Digital Designer
- March 2012 - July 2018 - Material / Digital Designer
- Oct 2003 - March 2012 - Df Concerts & Events / New Media Manager & Designer
- May 2002 - April 2003 - Labeltec - Graphic Designer

DUTIES / RESPONSIBILITIES

Trespas - I design all frontline banner and html email campaigns, reaching millions of people everyweek design / build landing pages for season launches I also design UI/UX changes across the suite of brand stores and work with a team of developers to implement them. I create video animations which are used in the 250+ store locations on in store displays as well as on social media and in cinema advetising. Since the start of the pandemic in March 2020 I was retained without furlough to take on multiple roles in additon to my digital designer role, this included taking on copywriting, photography, editing and print design duties.

Material - Throughout my time at Material I designed and built websites, email campaigns, video animations, video edits, app design and desktop presentation apps for huge variety of brands including BAFTA, Celtic Football Club, SSE, Andy Murray, The Open, SPFL, Scottish Football Association, Whyte & MacKay, Jura Whisky and many more.

DF Concerts & Events - My main responsibility at DF was overseeing the website and communications for the music festival **T in the park**. I designed and launched all the graphics and campaigns between 2008-2012. I also worked on the venue **King Tut's Wah Wah Hut** including the website design and management, merchandise, and brand identity. Some of the larger campaigns I was responsible for include **Star Wars in Concert, AC/DC, Coldplay, Rihanna, Take That** (largest launch in history) and countless more.

CORE SKILLS & SOFTWARE

Web Design
Video Animation
Video Editing
Augmented Reality
360 Video & Capture
Brand Identity
Photo Restoration / Manipulation
Email Marketing
UI/UX

Adobe Creative Cloud 2021,

Photoshop
After Effects
Illustrator
Indesign
Aero
Animate
Experience Design
Premier
Dreamweaver
Acrobat

Non-Adobe

Audacity
Sketch
InVision
Pure360
Emarsys

CMS

Wordpress
Magento

PERSONAL STATEMENT

I am a highly experienced digital designer with a long history of creating digital solutions for some of the most recognisable brands. Although capable of working entirely on my own to deliver end to end the concept, planning, design, execution and deployment of my work, I enjoy working as an integral part of a creative team.

I am always looking to advance my skill base and explore new technology and techniques to provide a 'we were there first' element to client work.

Outside design, I have a few hobbies and interests that feed into my daily work. I have been collecting video games and consoles since I was 8 years old and now own around 140 consoles, over 2000 games and countless peripherals and memorabilia. I have also been a professional drummer for a long time, releasing several albums and playing countless live shows with large international heavy metal acts such as **Rob Zombie, Fear Factory, Lamb of God, Behemoth, Arch Enemy** and many more. My most recent album was mixed by **Terry Date** who is famous for his groundbreaking work with the bands **Pantera, Deftones, Slipknot, Soundgarden** and many more!

REFERENCES

Lynn McBean

Creative Director
Material

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Rodger Patterson

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Barnett - Waddingham

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