

Andrew Mark Cranston

08 April 2011 // 0771 925 9461 - andrew@andrewcranston.co.uk // DESIGN PORTFOLIO WEBSITE : www.andrewcranston.co.uk

Career objectives

I am looking for an Art Director, Senior or Lead Designer in Digital role. With a path to Creative Director of Digital and/or Head of Digital as my main ambition. I would also like to become more involved in mobile marketing, design and applications.

Experience with global brands

Sony Ericsson • Coca Cola • Ford • Mazda • Deloitte • Microsoft • IBM • DeBeers • British Airways • Honda • Suzuki • KPMG • Panasonic • Intel • Lenovo • Ernst & Young • BMW • Colman's Foods • RCI • Colgate Palmolive • Plascon • Barloworld • Sony • A1 Motorsport • TATA Motors • Barclaycard • Loreal • Moonpig.com

Employment History

October 2010 - Present – WebDMUK (classified ads website with over 6 million visitors across 14 countries each month)

PORTFOLIO Front end web designer and UI design for dedicated website www.vivastreet.co.uk. My responsibilities include user interface and user experience design, user journey development and marketing collateral for 14 countries.

September 2010 (one month contract) - Moonpig.com (Greeting cards online)

PORTFOLIO Front end web design and corporate identity to launch a new ecommerce dimension to the website www.moonpig.com.

August 2008 – August 2010 - Penquin International (advertising agency)

PORTFOLIO Head of Digital and Creative Director (combined role) and Art Director:Motion Graphics

REASONS FOR LEAVING Immigrating to the United Kingdom

Responsibilities - Head of Digital responsibilities included recruitment, training, project management, technical/creative direction and problem solving. This role encompassed both creative and technical direction on a day to day basis. User-centred design processes including information architecture, user research, usability testing.

October 2004 – July 2008 - Mortimer Harvey (advertising agency)

PORTFOLIO Art Director:Motion Graphics and Design Manager - Interactive

REASONS FOR LEAVING Instability in the financial well being of the company

Responsibilities - Concept origination, Implementation of technical aspects of design, Liaison with Sales and Marketing team, Television commercials and brand promos, Web design, animation, design based coding, 3D animation.

February 2002 – September 2004 - Mint Net (Pty) Ltd (software development house)

PORTFOLIO Graphic Designer/Web page developer

REASONS FOR LEAVING Company became more software development orientated with less emphasis on design

February 1998 – February 2002 - Amorphous New Media (advertising agency)

PORTFOLIO Creative Director, helped build the company from the ground up ending up in charge of 8 designers.

REASONS FOR LEAVING Reached a plateau in the company

Design packages, software and skills

Adobe Photoshop, Adobe Illustrator, Adobe Premier, Adobe After Effects, Adobe DVD Encore, Adobe Dreamweaver, Adobe Flash, 3D Studio Max, HTML, CSS, JQuery, Combustion, video compression packages, PC based with associated PC Office software skills. I have been involved in both production and management roles and understand the nuances of both sides. Front end web design and development, user-interface and user experience, graphic design, 3d modelling and design, 2d animation and video editing. Management skills and client liaison. HTML, JQuery, CSS, 3D, animation. Please note I only use PC and not Mac.

Educational history

Matric in South Africa which is equivalent of Scottish Highers level.

References

1. Stefan Rebuffo - WebDMUK - Current employer (do not contact)
2. James Henson - Moonpig.com - IT Director : james.henson@moonpig.com
3. Edward Hill - Moonpig.com - User interface and user experience : edward.hill@moonpig.com
4. David Doubell - Executive Creative Director - Penquin International : davidd@penquin.co.za
5. Grant Leishman - CEO - Penquin International : grantl@penquin.co.za
6. Ivan Kirstein - Creative Director - Mortimer Harvey : ivan@jbt.co.za
7. Andrew Fradd - Managing Director - Mortimer Harvey : andrew@mortimer-harvey.co.za

Please view my LinkedIn account for other references.