

# Andrew Robert Newman

## Digital Designer

Dob: 24/10/1981  
Flat 5 Merton Mansions  
Upper Tooting Road  
London  
SW17 0PS

Mobile: 07977127701  
Email: [Andy@canofpop.com](mailto:Andy@canofpop.com)

On the Web  
[www.canofpop.com](http://www.canofpop.com)  
[www.linkedin.com/andrewnewman](http://www.linkedin.com/andrewnewman)

I Blog [www.canofpop.com/blog](http://www.canofpop.com/blog)

### Objective

Intermediate or other position as a designer/developer in a New Media Company or Advertising Agency.

### Professional Experience and Significant Achievements

Sony Radio Awards Nomination (Result June 08): Best Competition, game design and development. Website of the day The London Paper, Client: ckone,  
Site URL: <http://www.areyoutheckone.com>

2006 – Present – Global Radio LTD (Formally Chrysalis Radio plc), London  
**Designer Global Interactive**

Global Radio currently runs four large radio brands in the UK each catering for different demographics. Interactive is responsible for all online sales activities.

- Head Flash Designer / Action Scripter working across all multi-media solutions for client data capture.
- Worked across multiple commercial/internal projects, micro sites, display ad production, game physics, animation and small app/desktop development.
- Knowledgeable about all stages of the production process, from conception to completion.
  - Pitching, storyboarding, prototype (mock up) development, project management, statistics (Ned stats/Google) ad serving (Adtech) and client/agency liaison.
- CMS support / best practice development W3C,CSS, towards the development of dynamic manageable content editors, for both flash and xhtml interfaces,
- Gained experience of working in a evolving quick paced sales driven working arena.
- Gained knowledge in SEO and Statistics practices, implementation and report generation.

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2005 – June 2006 The Old Fire Station, Bournemouth, Dorset  
**Technical Event Manager and Resident Visual Artist,**

- Liaison with the all managers, promoters, artists, crew assigned, outside contractors, security and to ensure the safety/enjoyment of customers/performers.
- Setting up, rigging of equipment, event management, over seeing/operation of audio/visual elements of production.
- Resident Visual Artist, performing live/providing creation of sequences for various events in Final Cut Pro, After Effects, Photoshop and Motion.

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### Platforms

Apple Mac OSX / Microsoft Windows 2000, Vista

## **Coding Languages**

- as2 (good – advanced) • as3 (beginner, learning) • xml practices (advanced)
- php 4–5/ AMF (basic – intermediate) • x/html (advanced, tables and div)
- css (advanced) • JavaScript (beginner learning) • CMS (Dupal, Wordpress, MODx, Moodle)

## **Specialist creative software packages I'm familiar with.**

### **Adobe**

- Flash Cs3 / 8 • Dreamweaver Cs3 / 8 • Photoshop Cs3 / Cs2 • Image Ready • Fireworks Cs3 / 8 • After Effects 6.5 • illustrator Cs3 / Cs2 • Flex (Learning)
- Premier Pro • AIR (Labs, Learning)

### **Apple**

- Final Cut Pro / Express / HD • DVD Studio Pro • Shake • QuickTime Pro / VR

### **Other**

- Cinema 4D • Poser • Tokyo motion • ProTools • modul8 • Processing
- Ableton Live 7 • Coda

**Microsoft OFFICE** – Word 2008 / PowerPoint 2008 / Excel 2008

## **Education**

BA hons – Interactive Media Production Bournemouth University, 2003 – 2006

HND Media And Communications, University of Central England, 2000–2002

BTEC Media Studies, Sutton Coldfield College, 1998 – 2000

## **Interests**

### **Visual Artist**

I prefer to perform live when possible; I've worked with a range of artists and DJs' from Kano to Zane Lowe (Home Taping Tour 2006)

I've performed at several venues including The Big Chill House, The K Bar and The Boscombe Opera House.

I like to experiment with video/interaction in 2006 I built the Chromo dot clock, this was projected into the court yard at the Truman Brewery, Brick Lane London during graduation week, part of the Free Range Series of Art / Design shows.

### **Future and Current Trends**

I'm a keen follower of the latest practices in on/offline advertising and creative output, I have an interest in areas such as search engine optimisation, seeding, viral distribution, social network development and open source web services.

I currently write about anything which inspires me or I think could be useful or of interest to others in my own fledgling blog.

### **Activities**

I enjoy spending time with my friends and family and I consider myself a bit of a foodie. I enjoy travelling for work and for pleasure; I'm active within the creative community I believe in social interaction to get the most of my business and personal relationships.

I'm also currently in training for the Bristol Half Marathon in September.

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Please visit my website at [www.canofpop.com](http://www.canofpop.com) for some examples my work with global radio, further examples are available on request.

