



New Media Consulting and Design

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Andrew Leith Macrae

New Media Consulting and Design

I am a senior new media designer with particular strengths in design, Flash and Director programming and animation and graphics production. Clients served include Nortel Networks, Bell Mobility, Mackenzie Financial, Royal Bank, CIBC, Dofasco, IBM, CAE, Bell Canada, Rogers Media and many more.

A seasoned professional with 20 years experience in the business communications field, I work in a wide variety of media including multi-image, video, audio, multimedia and web. Key to my continued success in this business is my ability to quickly master new technologies, new media, and effectively exploit them to meet communications objectives. Strong technical skills combined with conceptual and creative flair means that my ability to contribute to your project scales effectively to your needs. As a multimedia programmer, I relish the challenge of developing innovative solutions to unique interactive program challenges.

Capabilities

- Producer
- Creative concept and design
- Storyboarding
- Scriptwriting
- HTML/Web design
- Flash development
- Interactive programming
- Video and soundtrack production
- Presentation graphics
- Bilingual: English and French

I offer a complete new media production facility in my home studio with both Mac and Windows platforms and high speed Internet access; I am also available to work in client studios or on location.

Have Laptop — Will Travel!

Software

Internet	New Media	Graphics	General
HTML/XHTML, CSS, XML	Flash, Flex– ActionScript 2/3	Illustrator CS4	FileMaker Pro 10
Flash 9/10 – AS 2/3	FDT PowerFlasher	Photoshop CS4	MS Office
DreamWeaver	PowerPoint	InDesign CS3	AppleScript
JavaScript, PHP	Director & Lingo	Acrobat 9.0	
Fireworks	QTVR		
Shockwave	Final Cut Studio		
RealMedia, SMIL			

Experience

June 1998
– present

Advent Media — New Media Consulting and Design

Some major projects...

Commix

Dempsters “Smartman” microsite: A richly interactive site built in Flash 9 (AS3), with complex backside interaction, extensive dynamic customization options, Google Analytics tracking and more.

58Ninety Inc.

Heineken.ca web site: Team project to rebuild the Heineken Canada site in Flash 9 (AS3).

U2R1 Media Inc.

Toques and Beavers online trivia game — stepped into a large Flex project in progress to bring it to completion.

SharpeBlackmore

“Oh Henry: What Feeds Your Hunger” contest web site — multiple media players (Flash 9/AS3), involved interaction with back end servers: complex project executed in record time

Headcan Inc.

“Risk Assessment”: online risk calculator for heart disease and diabetes — Flash/Actionscript 3, XML

Organic Inc.

“Interface Engineer”: Wide range of HTML / XHTML) coding, primarily for Bank of America.

Invivo Communications

Advanced Lingo & Shockwave 3D programming, Flash and Actionscript programming for a range of sophisticated game applications and educational interactive programs, primarily for pharmaceutical trade show booths.

Worldsat International: Interactive Atlas

This project integrates interactive 3D satellite imagery of the globe with narration, text, pictures, videos, PDFs, URLs and more, to create a media-rich interactive atlas deliverable on DVD or Internet. My task was twofold: first to develop a database application (Filemaker Pro) to allow the publisher to assemble and link the media assets to globe co-ordinates (including search function); and a Player to allow the viewer to interact with the 3D globe and related media.

Garo Consulting: Nutrition Made Simple Game

This CD-ROM interactive game built in Director makes learning about nutrition appealing for younger children. Animated characters, videos, and many different quizzes are all part of the fun!

July 1996

– Nov. 1998

Contributing Editor

Canadian Computer Reseller (*later* Channel Business)
 Rogers Media Publishing
 777 Bay St., Toronto, ON

I wrote “The Mac File”, a monthly column covering Apple and the Macintosh scene with news and product reviews, as well as occasional feature articles

June 1993

– May 1998

Senior Multimedia Designer

Key Frame Interactive
 401-590 King St. W., Toronto, ON

Designed and developed production practices and workflow as the company transitioned from TVL to Mac and PC-based multimedia

Responsible for ongoing exploitation and integration of new software and hardware into production practices and infrastructure, including resolution of cross-platform issues

Developed “Key Frame Player” — brings PowerPoint-style ease of image sequencing to Director presentations

Lead Director programmer

Developed all interactive multimedia projects

March 1985

– May 1993

Freelance — Communications Consultant

Toronto

- Leading freelance AVL programmer in Toronto area
- Worked with Key Frame Studios (now Key Frame Interactive) to implement and develop production practices for TVL
- Visuals support producer, CSA AGM 1993 (Holman Communications), including storyboarding, creative direction, production of soundtracks and video segments
- Leading freelance TVL producer/programmer in Toronto area
- Training/Technology Transfer (January – June 1990)

Milelec S.A.

4, Place de l'Opera, Paris 75002 France

Engaged by France’s leading supplier of electronic presentation production services to train staff in TVL. Functioned effectively in a French environment.

April 1981

– February 1985

Creative Director

John A. Olsen Communications Ltd.
 Toronto, ON

- Produced major programs for Bell Canada Seminar Centre, including storyboarding, photography, art direction, multi-image programming
- Developed and implemented advanced production practices for multi-image slide production
- Other major clients: IBM, Northern Telecom, Bata, Mazda, Vitro S.A. (Mexico)

September 1978
– March 1981

Freelance — Multi-image production assistant — Toronto

Production Assistant — LTK Productions, Toronto

Visitor Services, Bronte Creek Provincial Park — Interpretive programs

Copywriter — Festival Country (Ontario Ministry of Tourism) Hamilton, Ont.

Education

September 1973
– June 1978

Honours BA, English Literature

Brock University

St. Catharines, Ont.

<http://www.brocku.ca/>

Personal Interests

- Writing (literary) — short stories (some published), a novel
- Classical music
- Reading — novels classic and modern
- Photography
- Camping