

Bio

Andrew Duff is a digital media Creative Consultant living and working in Toronto. Andrew started his consulting business *Collective Gasp* in 1997 to help his clients make wow with award winning web projects and sales boosting presentations. Recently, Andrew has been working with independent filmmakers to take their brands online and showcase their incredible stories to a global audience.

Objective

To be a valued member of an eclectic team, always striving to exceed clients' goals and to challenge established standards of excellence in online media and digital storytelling.

Qualifications

Design and Production:

- Web design, development and strategy from initial concept to final launch for large websites, micro sites and banner ads
- Presentation design, development and strategy from storyboard to layout to final live event show
- Expertise with Adobe Dreamweaver, Illustrator, Photoshop, Microsoft Office Suite (Excel, PowerPoint, Word), HTML, CSS
- Strategy and technical best practices surrounding Facebook, LinkedIn, Twitter and YouTube channels
- Proven ability to translate business goals into dynamic, user-driven digital applications, on time and on budget

Project Management:

- Strategic planner with strong ability to manage a diverse team of designers, programmers, writers and QA specialists
- Experienced client-facing point of contact managing budgets, project documentation (Statement of Work, timeline, milestone tracking) and resource scheduling
- Trusted advisor and consultant for small to large organizations looking to propel their brand online, through the combined efforts of strategic web properties and social media outlets

Training:

- Experienced facilitator of onsite training in Microsoft PowerPoint and Adobe Photoshop, leading introductory/intermediate workshops for client groups of 2 to 10 adults (Barns Associates, The Change Foundation, White Mountain Academy of the Arts)

Selected Clients

Corporate Web Design

- Bank of Montreal/Harris Bank (Arnold Interactive)
- Canada Savings Bonds (Arnold Interactive)
- Eska Water (ACL/C/Zig)
- HBC (Arnold Interactive)

Independent Web Design

- BanksProductions.com
- BreakoutOnline.ca
- InSyncVideo.ca
- It's A Teen's World (Storyline Entertainment Inc.)

Corporate Presentation Design

- AIM Trimark
- Barrick Gold (Trilogy Investor Relations)
- Goldcorp (Trilogy Investor Relations)
- Tourism Toronto (Arnold Worldwide)

Alternate Reality Game (ARG) Web Design

- ReGenesis Season 2 (Xenophile Media, Showcase)
- MI High Seasons 2 (Xenophile Media, BBC)
- MI High Seasons 4 (Xenophile Media, BBC)
- xPod (Xenophile Media, CBC)

E-Learning Project Management

- Tim Hortons – 19 module e-Learning suite (FrameWorks Inc.)
- Herbal Magic – 6 module e-Learning suite (FrameWorks Inc.)

Independent Presentation Design

- Bruce Barns Associates
- The Change Foundation
- President's Office, Ryerson University
- Saitech International Inc.

Work Experience

1997 to Present

Creative Consultant and Owner

Collective Gasp

Providing interactive design, development and project management services to corporate and independent clients. Proven expertise in all aspects of web and PowerPoint design from initial concept and strategy to graphic design, HTML/CSS development, managing website updates and offline media libraries, PowerPoint development, project management (coordinating client, resource and scheduling expectations) and onsite operations for live events.

1995 to 1997

Project Coordinator

Hoffmann and Associates

Assisted in the production of four children themed CD-ROM titles by providing production programming in Macromedia Director, quality assurance, media library management, as well as ensuring complete and accurate workflow between animation and programming departments.

Education

1995

Digital Media Studios

Certificate in Digital Graphic Design and Multimedia

1992-1993

Nova Scotia College of Art and Design

Bachelor of Fine Arts Degree (B.F.A.) with minor in Art History

1988-1992

Ontario College of Art and Design

Associate of the Ontario College of Art Diploma (A.O.C.A.), Experimental Arts Department

Additional Information

Design Portfolio

www.collectivegasp.com

Art Portfolio

www.werdna.org

Blog

www.werdna.org/blog

LinkedIn

www.linkedin.com/in/andrewduff

Twitter

www.twitter.com/andrewduff