

Andrew Leitch

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Work History

Experience Director

Razorfish, New York, NY, October 2010 – Present

Andrew recently joined **Razorfish**, coming on board to work on the **Ford** account. He heads up a team that is focused on developing and optimizing digital experiences across the **Ford** ecosystem, including their latest in-vehicle and mobile-enhanced technologies.

Group Director, User Experience

GREY/G2 direct & digital, New York, NY, March 2009 – October 2010

Led the formation of the User Experience practice in **G2**'s New York office. Established a methodology to work across multiple channels and agency disciplines, with a particular focus on emerging technologies, including mobile, social and location-based applications and experiences.

Senior Vice-President, Creative Director

GREY/G2 direct & digital, New York, NY, November 2006 – February 2009

Began working with **G2 direct & digital** as a creative consultant on the redesign of **Pfizer.com** (**Webby** Honoree). Transitioned to a full-time position in April 2008, working with clients such as **Pfizer**, **Kraft** and **Latisse**, concentrating on the digital space but also working with print and TV campaigns as part of **G2/Grey**'s integrated marketing approach.

Director

Betaville, New York, NY, May 2005 – October 2006

Formed my own production company to create video for the online and mobile space. Wrote, directed and produced **Elevator Moods** (www.elevatormoods.com), a series of short films that were featured at **Sundance** and **SxSW**, and won a **Webby** award (Best Broadband Site). **Elevator Moods** was acquired by **A&E TV** for their online, broadcast and mobile channels.

Creative Director, User Experience Group

Braun Consulting, New York, NY, October 2002 – April 2005

Led the User Experience Group for **Braun Consulting**. Charged with building out this key practice within **Braun**, focusing on the intersection of technology, strategy, user interface and visual design. Supervised and mentored staff of designers, user interface engineers and information architects, and worked closely with clients in both an oversight and hands-on capacity. Projects included a DVD production for **Pfizer** and a corporate dashboard prototype for the **New York Times**.

Adjunct Professor

Pratt Institute, New York, NY, September 2001 – September 2002

Developed "Technology and Writing," a new undergraduate course for **Pratt** focusing on writing and multimedia within the online space. The course mixed hands-on learning (using tools such as **Final Cut Pro**, **DreamWeaver** and **PhotoShop**) with a more theoretical examination of hypertext and the emerging fields of interactive cinema and streaming media.

Director, Interactive Design

T3 Media, New York, NY, January 1999 – April 2001

Creative lead for Interactive Design group. Liaised with clients and provided creative oversight on specific projects, including **Scholastic** (winner of two **Webbies**), **Sony** and **American Express**. Led new business development from creative perspective. Responsible for hiring and mentoring staff of twenty, and also built out one of the industry's first dedicated user experience groups.



Work History (cont.)

Creative Director

Agency.com, New York, NY, September 1997 – December 1998

Supervised creative team of art directors, designers and site builders. Responsible for overall creative vision for specific clients, including **Nike**, **Deloitte & Touche** and **MetLife**. Worked closely with other department heads to ensure teams were running smoothly and at full utilization. Responsible for hiring creative staff and mentoring interns and junior designers into more senior positions.

Creative Producer

OVEN Digital, New York, NY, February 1997 – September 1997

Developed creative briefs and proposals for **Aries Online Games**, and managed client relations and production team. Managed strategy for new iteration of **MoMA's** web site. Developed Shockwave games for **HarperCollins**, from initial ideas through proof-of-concept to launch.

Web Producer

Freelance, New York, NY, 1995 – 1996

Provided web and multi-media services for clients such as **AT&T**, **Modem Media**, **SiteSpecific**, **Voyager** and **Yoyodyne Entertainment**.

Awards

Webby Awards

2008, Honoree, Pharmaceutical Category: Pfizer.com

2005, Winner, Broadband Category: Elevator Moods

2000, Winner, Kids Site: Scholastic

2000, Winner, People's Voice Award: Scholastic

SXSW Interactive Festival

2005, Finalist, Experimental Category, Elevator Moods

Sundance Online Film Festival

2004, Official Selection: Elevator Moods

ADDY Awards

1998 Best of New York

Citation of Excellence: Nike - Jumpman 23

Citation of Excellence: MetLife

@d:tech Awards

1998 Silver, Best Direct Marketing Website: MetLife

"The Best Awards"

Citation of Excellence: Nike - Jumpman 23

Internet Professional Publishers Association (IPPA) Awards

1998 Second Runner-up, Best Overall Site Design: Nike - Jumpman 23

1998 Honorable Mention, Best Commercial Concept: Nike - Jumpman 23

One Show Interactive Awards

1998 Finalist: MetLife

1998 Finalist: Nike - Jumpman 23

Society of Publication Designers (SPD)

1998 Silver Medal, Online Design: Nike - Jumpman 23