

Andrew Leitch

212.677.0602 andrew@betaville.com



Work History

Director

Betaville, New York, NY, May 2005 – Present

Formed my own production company to create video for the online and mobile space. Recent projects have included a series of videos produced and directed for the the new Pfizer.com; and writing, directing and producing **Elevator Moods** (www.elevatormoods.com), a series of short films that were featured at **Sundance** and **SxSW**, and won a **Webby** award. **Elevator Moods** was recently 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.

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**.

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Work History (continued)

Editor

Rafik Film and Video, New York, NY, 1993 – 1995

Supervised video editing and duplication, working with 1", Beta SP and U-matic video formats. Worked as a non-linear video editor using Avid and Media 100 systems.

Film Producer/Director

Freelance, New York, NY, 1989 – 1992

Produced music videos for **Midnight Oil** and **Nick Cave and the Bad Seeds**. Produced the short film **Fields** for Christine Vachon's **Apparatus Productions**. Directed music videos for Chris Hanley' **Rock Video International** and edited clips for **Def Jam** and **Mute Records**.

Awards

Webby Awards

Winner, Broadband Category: Elevator Moods

Winner, Kids Site: Scholastic

Winner, People's Voice Award: Scholastic

SXSW Interactive Festival

Finalist, Experimental Category, Elevator Moods

Sundance Film Festival

Official Selection: Elevator Moods

ADDY Awards - Best of New York

Citation of Excellence: Nike - Jumpman 23

Citation of Excellence: MetLife

@d:tech Awards

Silver, Best Direct Marketing Website: MetLife

"The Best Awards"

Citation of Excellence: Nike - Jumpman 23

Internet Professional Publishers Association (IPPA) Awards

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

Honorable Mention, Best Commercial Concept: Nike - Jumpman 23

One Show Interactive Awards

Finalist: MetLife

Finalist: Nike - Jumpman 23

Society of Publication Designers (SPD)

Silver Medal, Online Design: Nike - Jumpman 23