

andrew alder

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Manchester/London, UK 

👉 Not to be confused with Andre Walder. Though I'm sure he's great too.

KEY SKILLS

- 2D animation
- Character animation
- Vector illustration
- Character concepting & design
- Storyboarding
- Project scoping & costing
- Motion design
- Game & UI art

NOTABLE AWARDS

- BAFTA, 2011-2014 (4 consecutive)
- Best Children's Website, Bin Weevils
- Cannes Corp. Media & TV, 2025
- Gold & Silver, Mediazoo (HSBC)

EDUCATION

- Central Saint Martins,
London Animation School
Postgraduate, 2D Animation
2003
- Buckinghamshire New University
Bachelor of Arts (Honours),
Graphic Design & Advertising
1997 - 2000

TECHIE STUFF

- After Effects 
- Animate 
- Illustrator 
- Photoshop 
- Premiere Pro 

PROFESSIONAL PROFILE

I'm a BAFTA award-winning animator and illustrator with 20+ years' experience delivering animation, illustration and motion design across digital, social, games, broadcast, commercial and e-learning productions. I'm experienced in leading creative teams, developing visual styles, and producing award-winning work for global brands including LEGO, HSBC, BBC and Barclays. I combine hands-on creative expertise with team leadership, project scoping and stakeholder management.

After many years spent animating, the novelty of making my imagination come to life still hasn't worn off. I'm now looking for a role that will be artistically stimulating and will also allow me to channel my creativity within a new, vibrant and engaging environment.

CAREER EXPERIENCE – PERMANENT



Mediazoo – Lead Animator

Mar 2020 - present

Responsible for the creative and operational management of the animation team at Mediazoo, a top creative communication agency based in London. Duties include storyboarding and animating for high-profile brands such as LEGO, HSBC, and Barclays, estimating production timelines for existing clients and new business proposals, managing freelancer workloads, and liaising with internal stakeholders in the production, client services and PR teams to ensure high quality animation output.

Highlights included:

- Creating the GFX aesthetic for the multi-award-winning HSBC documentary *True Financial Crime: Human Trafficking*. The challenge was to conceive a creative approach that was visually impactful, but sympathetic to the subject matter. The film earned multiple Lens Awards gold awards in 2026, helping Mediazoo secure the title of Video Production Company of the Year. This project also won both gold and silver in two categories at the Cannes Corporate Media & TV Awards, gold at New York Festivals, and gold at the Communicate Magazine Showcase.
- Concepting, storyboarding and animating exciting short films for both LEGO and HSBC, where the style and approach of both briefs created unique challenges—for LEGO the challenge was to make a new concept feel a part of their established and iconic universe, and for HSBC it was creating a new, bold departure from their usual look and feel.



Maia Films – Senior Animator

Sep 2018 - Mar 2020

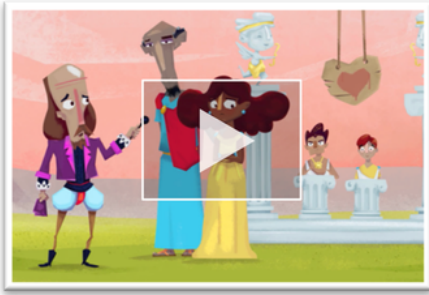
Senior animator responsible for leading the animation department at Maia Films (formerly Spectrecom Films), the acclaimed film and tv production agency based in London. Main duties included concepting and animating on client work in the charity and education sector, ensuring the quality and standard of all animation projects across the business, collaborating on and contributing to new business pitches, and animation team management (scheduling, line-management and workflow optimisation).

Highlights included:

- Leading several high-profile animation projects for clients such as the BBC, Fairtrade UK, Peace Direct and Insight Network where each project came with its own unique challenges (e.g., tight deadlines, complex workflows, etc). Duties

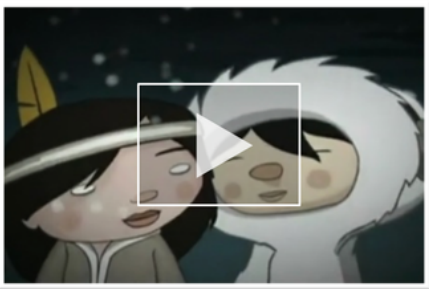
PORTFOLIO

Full work available on andrewalder.com, but I'd recommend checking these out:



CURRENT SHOWREEL: 2026

2D character animation & motion graphics reel. After Effects, Animate, Illustrator, Photoshop and caffeine.



VINTAGE SHOWREEL: 2003-2009

2D character animation reel. A look back to the days of Flash, before efficient sanity-saving cloud storage.



CREATIVITY – E-LEARNING VIDEO

Storyboarding, production, background design & character animation in After Effects, Illustrator and Animate.

INTERESTS

Drinking more coffee than healthy
Falling down YouTube rabbit holes
Entertaining my maniacal toddler
Watching truly terrible zombie films
The odd bit of historical fiction

included conceiving, storyboarding, leading the team and delegating responsibilities, collaborating with production and editing teams, and executing complex character animation/motion graphics deliverables.



55Pixels – Art Director (Senior Artist)

Jul 2009 - Jul 2016

Led the creative and art team, defining and maintaining the visual identity, artistic direction and quality standards across browser and mobile platforms. Spearheaded the creative revitalisation of Bin Weevils and Crater Craft, enhancing the games' visual style through animation and illustration, contributing to increased player engagement, traffic, revenue and industry recognition.

Key achievements:

- Directed the artistic vision, style guides and quality standards across all digital products, ensuring consistency across browser, mobile and marketing assets.
- Led the end-to-end creation of concept art, environments, character design, UI, vector artwork, animation, promotional trailers and digital advertising.
- Delivered successful engagement campaigns for both subscribers and free users, improving user experience and supporting player growth.
- Managed the creative output for publishing partnerships, including books and magazines, extending the brand beyond digital platforms.
- Led, mentored and allocated work for a team of seven artists across game art, digital assets, content creation, merchandising, print media and player rewards.
- Oversaw art production workflows, balancing resources and ensuring projects were delivered efficiently while maintaining high creative standards.

CAREER EXPERIENCE – FREELANCE



Animator/Illustrator May 2003 - Jun 2009 & Jul 2016 - Sep 2018

Delivered animation, illustration and game art across a diverse portfolio of freelance projects spanning television, games, advertising and digital media. Collaborated with internationally recognised studios and brands including Nickelodeon, Cartoon Network, Channel 4, Disney Interactive / Black Rock Studios, Passion Pictures, Vodafone, Sony, Mastercard, Bestival, and LEGO.

Notable projects include:

- Animator, Good Practice: Jul 2016 – Sep 2018
 - Character design, 2D character animation and After Effects animation for a series of 4:00 minute e-learning videos.
- Senior Artist, IWG: Jan 2017 – Jul 2017
 - Creating and maintaining highly engaging online games using Photoshop, After Effects, Animate, and in-house software. Focusing on UI artwork and rewarding playability for the end user.
- Animator, Robit Studios: Aug 2016 – Nov 2016
 - 2D character animation for the upcoming game 'Treasure Adventure World'.
- Designer & Character Animator, Passion Pictures – Oct 2008 – Feb 2009
 - Working through Notion Digital with Warner Premiere and the band One eskimO to create a series of eight individual 3:40 music videos. Animation, production design involving characters and assets, background design and 2D character animation.
- 2D Animator & Game Artist, Jetix: Aug 2008
 - Working on the 'Combo Ninos' online game, creating game assets, animations and UI artwork.
- 2D Designer & Animator, Disney Interactive / Black Rock Studios: Jan – Jun 2008
 - Working on the multi-platform ATV title 'ATV Pure'. Working in the UI art team to create menus and HUD artwork.
- 2D Animator & Character Designer, Spy Pictures Ltd.: Jul – Nov 2007
 - Working on the Channel 4 series 'Modern Toss'. 2D character animation.
- Animator, Prism Entertainment: Oct 2005 – May 2006
 - 2D animation for 'The Binweevils' and 'Primo the Penguin' for Nickelodeon with animation, character/background design, prop design and animatics.



References available upon request.