

andrew alder

andrewalder.com

07702156924

andrew@andrewalder.com

[linkedin.com/in/aalder](https://www.linkedin.com/in/aalder)

23 Abington Road,
Manchester M33 3DL



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

KEY SKILLS

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

AWARDS

BAFTA, 2011

Best Children's Website, Bin Weevils

BAFTA, 2012

Best Children's Website, Bin Weevils

BAFTA, 2013

Best Children's Website, Bin Weevils

BAFTA, 2014

Best Children's Website, Bin Weevils

TECHIE STUFF

AFTER EFFECTS



ANIMATE



PHOTOSHOP



ILLUSTRATOR



SKETCHBOOK PRO



EDUCATION

POSTGRADUATE, 2D ANIMATION

*Central Saint Martins,
London Animation School*

2003

BACHELOR OF ARTS (HONS), GRAPHIC DESIGN & ADVERTISING

Buckinghamshire New University

1997 – 2000

PROFESSIONAL PROFILE

I'm an award-winning artist specialising in 2D character animation and illustration with over seventeen years' experience working in the animation and games industries – in both a permanent and freelance capacity.

I'm passionate about my work and approach projects with a high attention to detail across a range of disciplines – whether animation, game art or digital design. 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 not only be artistically stimulating but will also allow me to channel my creativity within a new, vibrant and engaging environment.

EXPERIENCE – PERMANENT

LEAD MOTION DESIGNER, MARCH 2020 – PRESENT

mediazoo



Media Zoo – one of the UK's best creative communications agencies, based in London

Responsible for management of the animation team at Media Zoo, both creatively and operationally. Duties include storyboarding and animating for high profile brands such as LEGO, HSBC, Zurich and INEOS, estimating production timelines for existing clients and new business proposals, managing freelancer workloads, and liaising with internal stakeholders within the production, client services and PR teams to ensure high quality animation output.

Highlights include:

- Concepting, storyboarding and animating exciting short films for both LEGO and HSBC in the last month, 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.

SENIOR ANIMATOR, SEPTEMBER 2018 – MARCH 2020



Maia Films – the acclaimed film and tv production agency, based in London

Senior animator responsible for leading the animation department at Maia Films (formerly Spectrecom Films). 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 included concepting, storyboarding, leading the team and delegating responsibilities, collaborating with production and editing teams, and executing complex character animation/motion graphics deliverables.

ART DIRECTOR (SENIOR ARTIST), JULY 2009 – JULY 2016

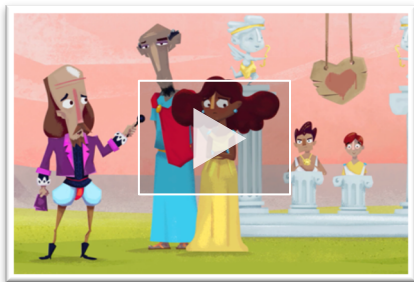


55Pixels – the multi award-winning digital gaming studio, based in London

Lead the creative department and art team at 55Pixels (formerly Bin Weevils) and was responsible for setting and maintaining the standard and style of both browser and mobile platforms –

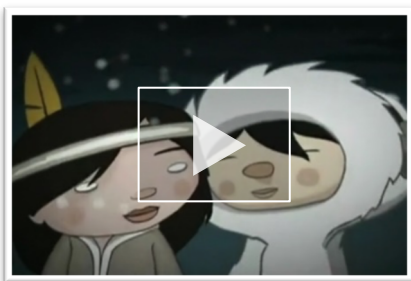
PORTFOLIO

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



CURRENT SHOWREEL: 2020

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, long before efficient and 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

Travelling around the globe

Watching truly terrible zombie films

The odd bit of historical fiction

including the overall branding, look/feel and games' design. Revitalised and energised the art style of Bin Weevils and Crater Craft, the two main priorities to the 55Pixels business, through animation and illustrative skills – bringing more complexity and depth to the site and app, and driving increased traffic, revenue and critical acclaim.

Highlights included:

- Established the standard of artwork and ensured it was maintained across browser and mobile platforms, of which daily responsibilities included conceiving creative ideas, seeing through from scamp to completion; creating bespoke, engaging vector artwork and backgrounds; character animation for both mobile, browser and broadcast; making and editing promotional trailers; character design; creating engaging UIs; and designing banner ads, both static and rich media.
- Directed the art style of Bin Weevils through animation and illustrative skills – bringing more complexity and depth to the site, and ultimately driving increased traffic and revenue.
- Developed consistent and successful campaigns for subscribers and free-users – continuing to drive traffic and produce quality user experiences.
- Managed publishing partnership and creative output of book and magazine series – extending the experience of the online world into a tactical one.
- Responsible for a team of seven artists across a wide range of projects and disciplines including game design and artwork, digital asset creation and optimization, ideation and creation of free and subscriber content, print media, merchandising products, and player awards and achievements.
- Active member of the creative department while also supervising the workflow of projects throughout the internal art team, delegating based on skills and experience, ensuring that production was efficient whilst maintaining the benchmarks set.

EXPERIENCE – FREELANCE

ANIMATOR / ILLUSTRATOR, MAY 2003 – JUNE 2009 & JULY 2016 – SEPTEMBER 2018



A Alder Limited – my personal freelance animation, illustration and design company

Worked across a stream of varied contracts during the original six years of operation and again from 2016-2018 – ranging from broadcast animation, music videos and diverse digital projects. This consistent mixture of work, across short-term and longer-term contracts, continued to result in a wide range of experience on different platforms and media.

Contract experience for such companies as Nickelodeon, Cartoon Network, Channel 4, Disney Interactive / Black Rock Studios and Passion Pictures. In addition to this, undertaken many agency design roles for companies such as AKQA, Proximity London, Jetix, Hill + Knowlton Strategies, Super Awesome and RMG Connect. Worked across brands such as Vodafone, Sony, Mastercard, Bestival, LEGO and Ben 10.

Full freelance history available upon request, but notable projects include:

- [Animator, Good Practice](#) 📺 – July 2016 – September 2018
 - Character design, 2D character animation and After Effects animation for a series of 4:00 minute e-learning videos.
- [Senior Artist, IWG](#) 📺 – January 2017 – July 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](#) 📺 – August 2016 – November 2016
 - 2D character animation for the upcoming game 'Treasure Adventure World'.
- [Designer & Character Animator, Passion Pictures](#) 📺 – October 2008 - February 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](#) 📺 – August 2008
 - Working on the 'Combo Ninos' online game, creating game assets, animations and UI artwork.
- [2D Designer & Animator, Disney Interactive / Black Rock Studios](#) – January – June 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.](#) 📺 – July – November 2007
 - Working on the Channel 4 series 'Modern Toss'. 2D character animation.
- [Animator, Prism Entertainment](#) 📺 – October 2005 – May 2006
 - 2D animation for 'The Binweevils' and 'Primo the Penguin' for Nickelodeon including animation, character/background design, prop design and preparing animatics.