

# Andrew R. Pougher

Born : 1971 (39) - Biel, Switzerland - Nationality: British

182 ChristChurch Road  
Norwich, Norfolk NR23PJ  
LandLine: +44(0) 1603 460853  
Cell: 07795145156  
E: [andrew@andrepougher.co.uk](mailto:andrew@andrepougher.co.uk)  
[www.andrepougher.co.uk](http://www.andrepougher.co.uk)  
[www.linkedin.com/in/pougher](http://www.linkedin.com/in/pougher)

---

---

## OVERVIEW

Creative New Media Designer/Developer and Director with thorough knowledge of strategic market orientated design and development with planning and analysis. A multi-disciplinary mix of business management, creative and mathematical / programming skills combined with a comprehensive grasp of production techniques which spans over 16 years of commercial experience. Adaptable and able to apply these skills to a variety of sectors and company types. Self driven individual who is able to integrate with team environments. Multinational experience in businesses covering a variety of markets including closures manufacturing, architecture, transportation and haulage, trade show, exhibitions and medical. Project management and implementation with dealings at top level management. Successful contracting skills and delegation of roles. Expert eye for design and branding with empathy to its purpose in the market place.

## BUSINESS EXPERIENCE

### Design Director Posts

UK & Chicago (Mundelein)

2008 — present : E3msi LLC (USA) ~ Brand Digital Communications

2005 — present : Business Health Checker Ltd ~ Business Development

2001 — present : [andrepougher.co.uk](http://andrepougher.co.uk) ~ New Media Design

### Operational Duties (above posts)

- ▶ Implementation of creative / technical strategy in all media.
- ▶ Media business planning and execution
- ▶ Website design, development and deployment.
- ▶ Commissioning of contracts for media support
- ▶ Staff delegation, training and management.
- ▶ Creative design and production for media mix products.
- ▶ Client acquisition, retention and account management.

Senior New Media Designer – Aalto Design. UK (1999 – 2000)

- ▶ Planning, design and deployment of new media products

Digital Graphics Designer / HR(creative dept.) Manager – Soho 601 ([ascentmedia.co.uk](http://ascentmedia.co.uk)) London. UK (1997)

- ▶ Television/film Post-Production facilities house.
- ▶ Creation of SFX and supporting graphics for commercial Film & Television.
- ▶ Mac & Quantel systems

Post Production Assistant (Digital)– Framestore. London, Soho UK (1996)

- ▶ Television/film Post-Production facilities house.
- ▶ Creation of SFX and supporting graphics for commercial Film & Television.

Intern/ Animation Assistant – Passion Pictures, London UK (1994)

- ▶ Animation Studio for Film and Television.
- ▶ Natural media / stop motion and digital animation house

## SKILL SETS

### SOFTWARE:

CORE WEB + MOBILE: ASP.NET 2.0, 3.5 (VB.net, C#), CSS & CSS3 + HTML 5, XCODE

Very strong HTML/XHTML, CSS, XML

Animation / web: FLASH AS2/3

Web Frameworks: JQuery Framework & Javascript, JSON

RDBMS: SQL with Access Database, Fundamental IIS

Social Media: SEO / SMO / PPC

DESIGN: InDesign, QuarkXpress, Photoshop and Freehand/Illustrator.

### PEOPLE:

Solid Project Management

Efficient recruitment & contracting skills for team creation.

Excellent communication and briefing.

### DESIGN:

Fully conversant in Brand Design

Ability to Design, Code and implement full web systems

Systems Analysis and Creative Design

Marketing & Strategy planning to Design Objectives

Project Management

## EDUCATION

BA (Hons) Multi Media Design. University of Westminster. London - 1996

HND Industrial Product Design. Bournemouth & Poole College of Art & Design - 1993

BTEC ND Art & Design. Norfolk Institute of Art & Design. - 1990

## KEY PROJECTS & HIGHLIGHTS

GCS (Global Closure Systems) ~ IT Project Management and implementation of Global Web Products. Areas included USA, Asia, Russia and European locations. (UI, DB, JS, .Net, Brand, OOP, CMS)

CHILDSERV.org ~ Full brand and web deployment. (.Net, JQuery, CMS, Brand)

GBN ~ Multi website management and implementation. Brand Development. (UI, DB, JS, .Net, Brand, OOP, CMS)

Imagination ~ Film Department in production co-ordination (Adidas & Gucci account)

Hudson Film, London ~ Production Direction and Administration

## PERSONAL FACTS

Tri-Athlon and running events

Painting and Screen Printing

Photography

Grade 8 (Royal Schools of Music)- Trumpet / Piano / Guitar

## REFERENCES

Millicent - ChildServ (Chicago): Email Ms Collier

Sally Rigg - Rigg NYC Architecture (New York): Email Ms Rigg

Hugh McLellan - VP, UCP Limited (Scotland): Email Mr McLellan

Pat Harrington - Hope Ministries (Chattanooga TN): Email Mrs Harrington