

Andrew Harris

Freelance Motion, Illustration & Design

Resume

andyharris.ca || me@andyharris.ca || 647-677-2070

QUALIFICATIONS

Highly creative and multi-talented Designer/Art Director with over a decade of professional experience in multimedia, digital and print design in an advertising agency environment. Exceptional collaborative and interpersonal skills. Passionate about creating interesting work with interesting people. Accustomed to managing multiple deliverables under tight deadlines.

- Skilled at presenting technical and abstract concepts in a clear and concise way
- Over 20 years experience as a classically trained illustrator
- Strong background in design and layout

SKILLS

- Graphic Design (mac-pc): Adobe Creative Suite, Figma
- Illustration (digital-traditional): Adobe Creative Suite, Clip Studio Pro
- Motion Graphics & Video (mac-pc): Adobe After Effects, Voiceover, Storyboarding

CURRENTLY

Feb 2020 – Ongoing: Art Director / Designer / Motion Graphics – Freelance

Collaborating directly with clients or with an agency and its staff, responsible for concepting and creating exciting digital creative. Primarily working on projects that involve elements of design/layout, illustration and some animation.

- Plan and produce websites in compliance with corporate branding guidelines.
- Design package art, websites, ads, wallpapers, animated segments & direct-mail.
- Develop social media concepts for Facebook/Twitter/LinkedIn experiences.
- Produce and manage projects from concept through production.

Client List: Quiet Ghost Inc. | Rain43 | Akendi Inc. | Foes Inc.

EXPERIENCE

Oct 2010 – Feb 2020: Designer / Art Director – Publicis (Toronto)

Collaborating with writers, developers and other creative teams, responsible for concepting and creating exciting digital creative work. Primarily working on creative for Canada Post Corp, had worked exclusively on Rogers Communications for several years including pitching/retaining the business when it came under review in 2013-14. Comfortable working alongside creatives, developers and project managers while maintaining good relationships with account services and clients.

- Plan and produce ad campaigns in compliance with corporate guidelines.
- Design standard ads, microsites, mobile ads, console ads, wallpapers, site intro sequences & direct-mail pieces.
- Develop social media concepts for Facebook/Twitter/LinkedIn experiences.
- Produce and manage projects from concept through production.
- Guide resident design interns.
- Attend and participate in client creative meetings.

Client List: Canada Post | Rogers Communications | PayPal | Home Depot | LG | Purina | City of Toronto | WestJet | Dairy Queen | Lennox | FCA



FOES INC.: BIIION FOOTWEAR SOCIAL STATIC/MOTION CONCEPTS (2022)

I had been doing some work for the boutique agency, “Foes Inc.” helping to serve some of their clients with things like Powerpoint Templates for internal presentations of the latest Creative or for Monthly Earnings breakdowns, as well as helping to support projects built on Figma with copy/image asset updates.

As we were winding down the year, I was asked to create some ad-concepts for Bion Footwear, to offer them additional services where we’d be creating ad templates to utilize their brand photography and whatever the sale-of-the-moment was.

I created some static concepts in two basic genres. One was Lifestyle, showing the product in an environment, and the other was a bit more Product-focused with loud colours to arrest interest and highlight the product design. I also pitched a motion concept for each genre, where we would tell a visual story to build the frame.

ii Biion
UP TO
75% OFF
SITEWIDE

ii Biion
50% OFF
EVERYTHING

50% OFF
ALL FOOTWEAR
ii Biion

ii Biion
UP TO
75% OFF
SITEWIDE

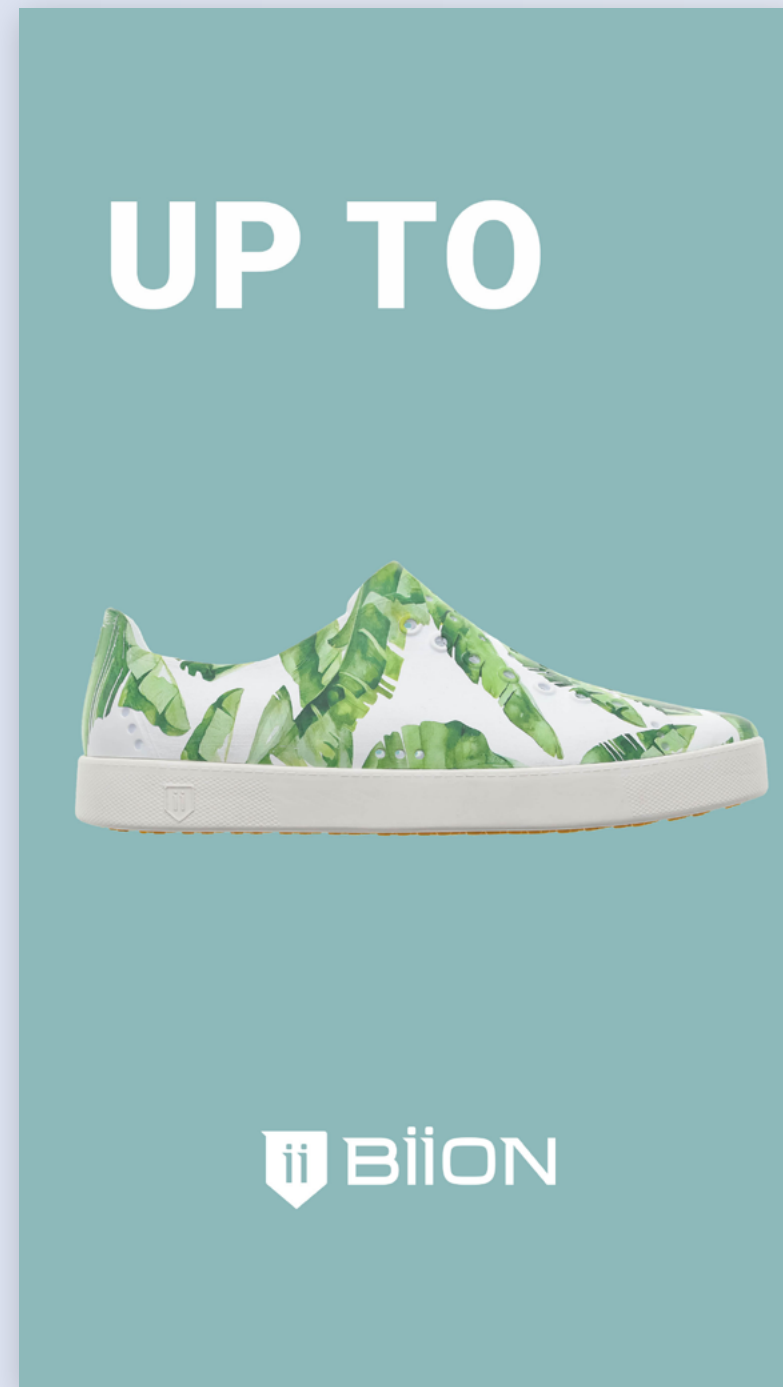
50% OFF
SITEWIDE
ii Biion

Frame 0



Story opens on a boldly coloured background plate and a Trainer slides onto frame. The content wipe-transitions to unmask/reveal a new plate and new Trainer.

Frame 1



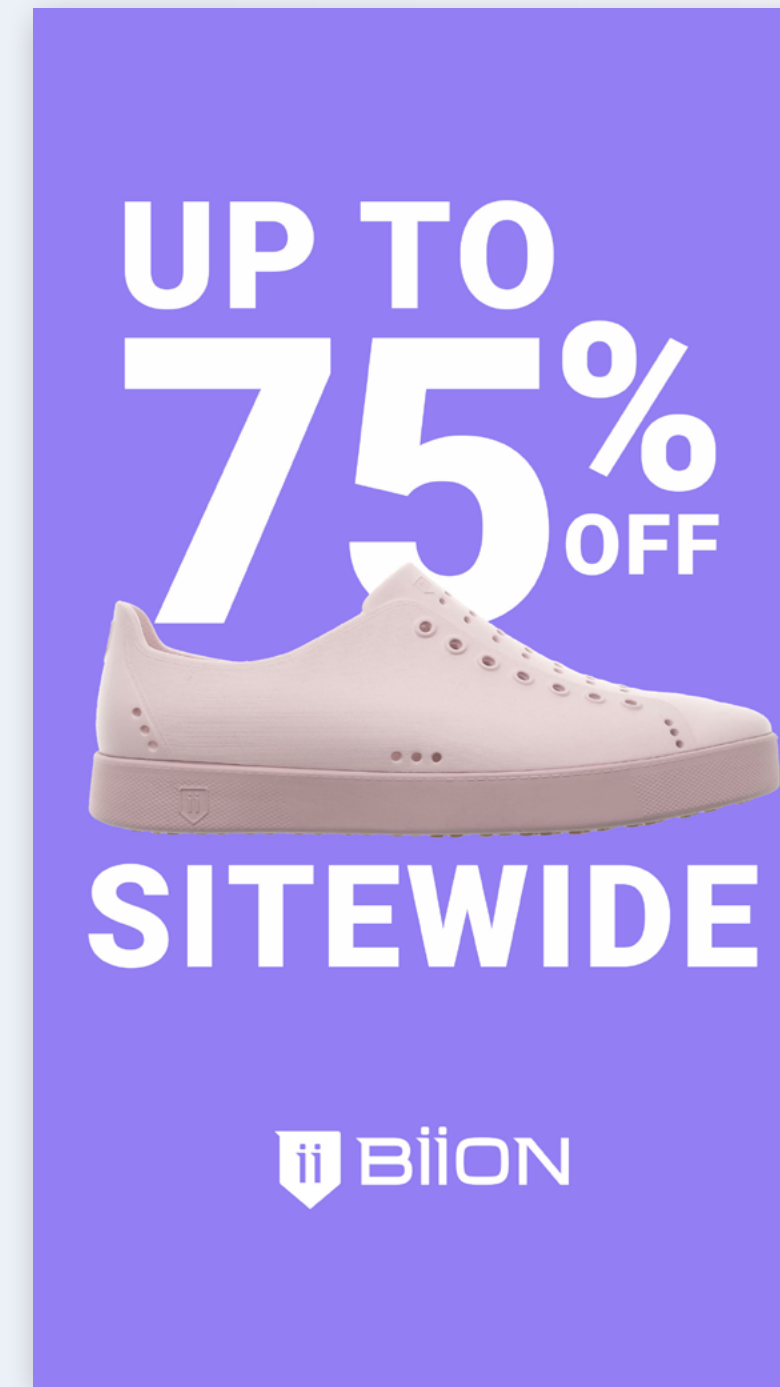
As we wipe new colour plates and Trainers onto the screen, we begin revealing copy, one line at a time.

Frame 2



With each swipe, we bring in a new copy-line to keep building our message.

Frame 3



If we want to impress upon the viewer the variety on offer, we can cycle through 2-3 colour plates/shoes per every frame of messaging. This will be something I'll play with for pacing when we start animating these.

Frame 4



Once the copy-line has been revealed in full, we continue cycling through colours/shoes for a few seconds before the story ends.

Alt Messaging Examples



Where Do Your Biions Take You? [Motion Concept]

Frame 0



Story opens, panning across stock footage of woman walking her dog in the park, a White Trainer slides into frame.

Frame 1



The video goes into soft-focus and our copy slides onto frame.

Frame 2



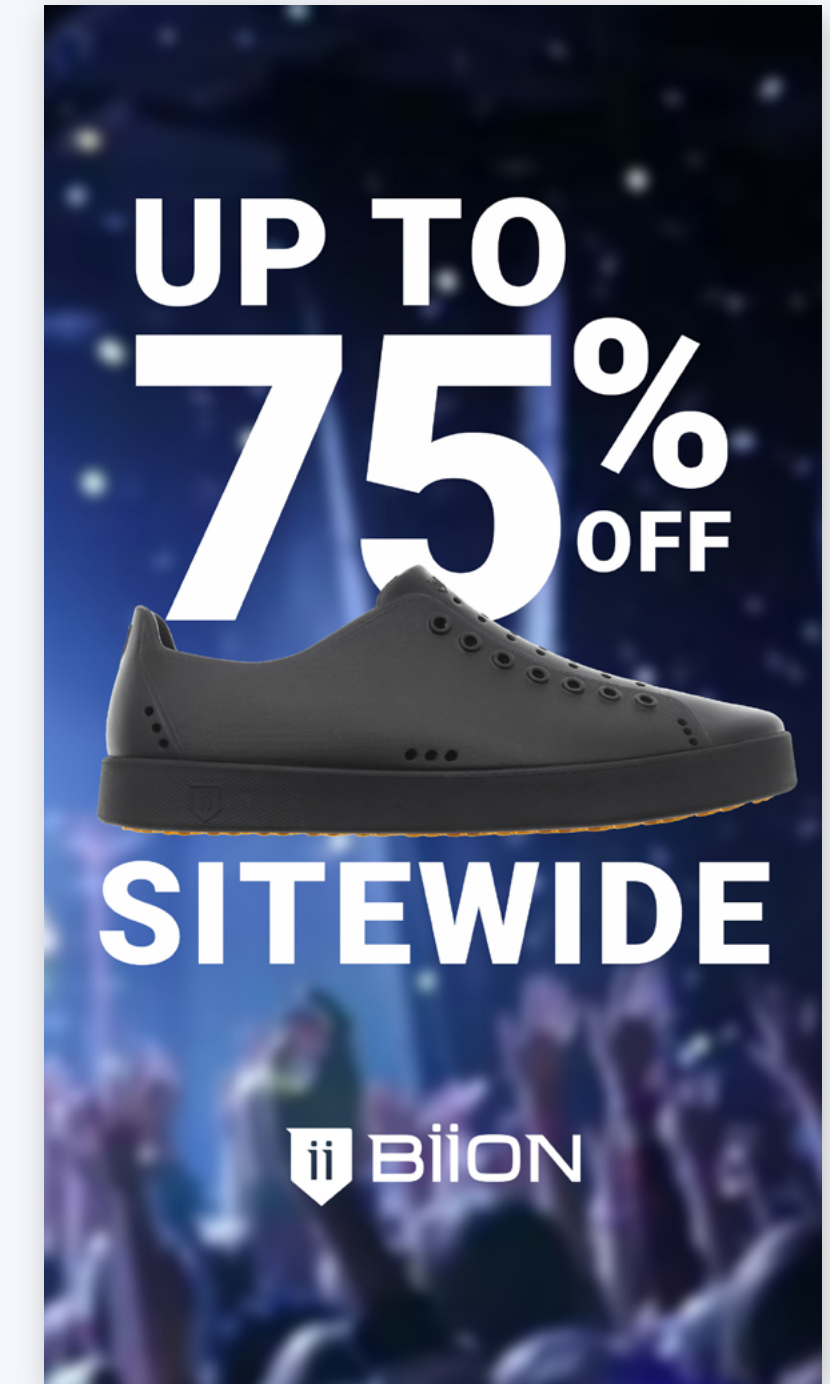
We swipe along to a different scenario, this time panning across a backyard party, the Trainer also swiping to replace itself with a Palm Trainer to match the new vibe. The continuation of the line also swipes in with the rest.

Frame 3



We swipe again, this time to a shopping mall, our Trainer now swiping into the Pink model and the copyline is resolved, asking our viewer, "Where do your Biions take you?"

Frame 4



Story swipes to resolve on a concert featuring solid Black Trainer and a line indicating the current site-wide sale.

Videos:

<https://youtube.com/shorts/8Q5VTpzMtyQ>

https://youtube.com/shorts/Mel_UdloHM4

Frame 4 alts



Where Do Your Biions Take You? [Static Adapts]

G - Adapt 1



H - Adapt 2

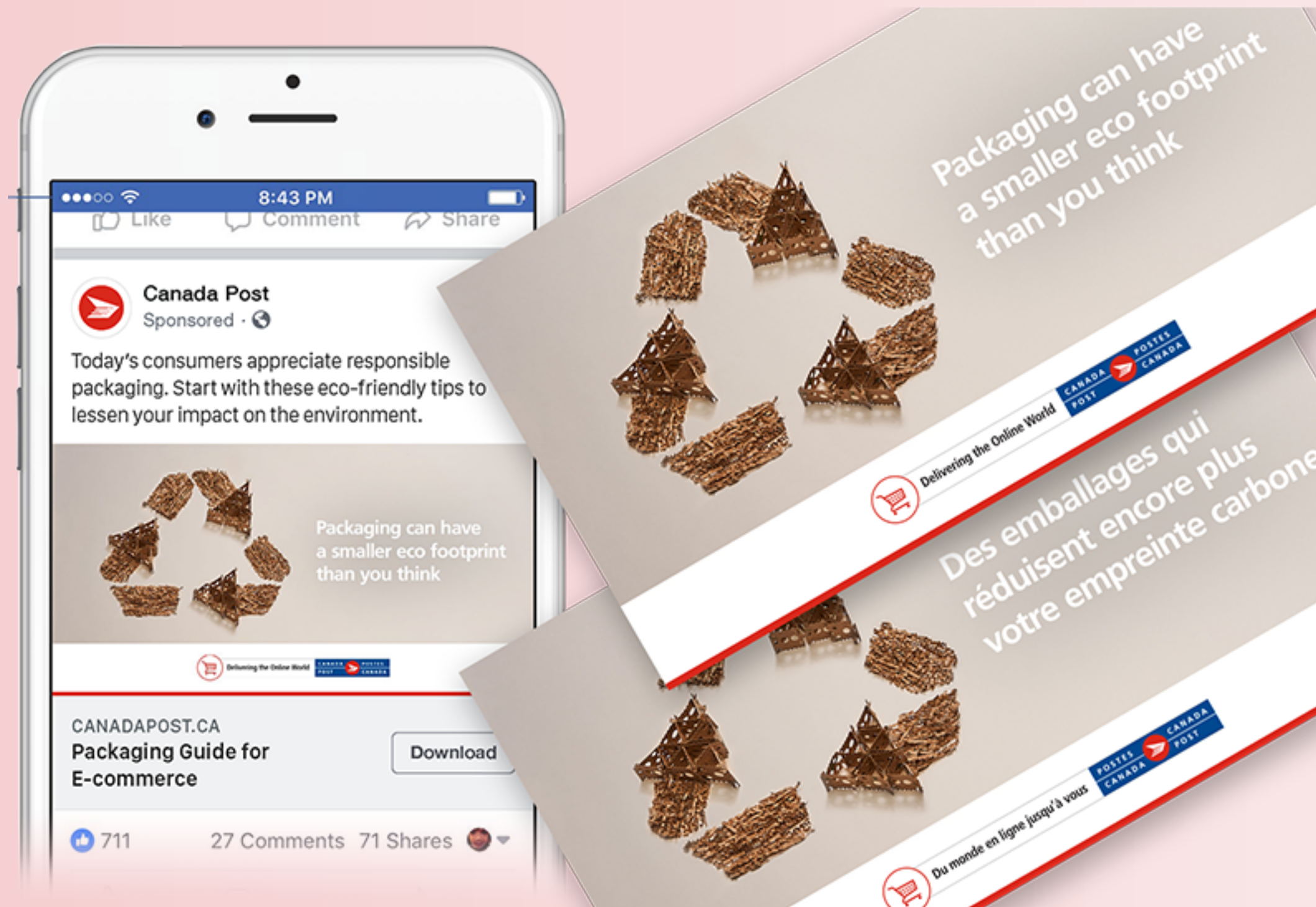


I - Adapt 3



J - Adapt 4



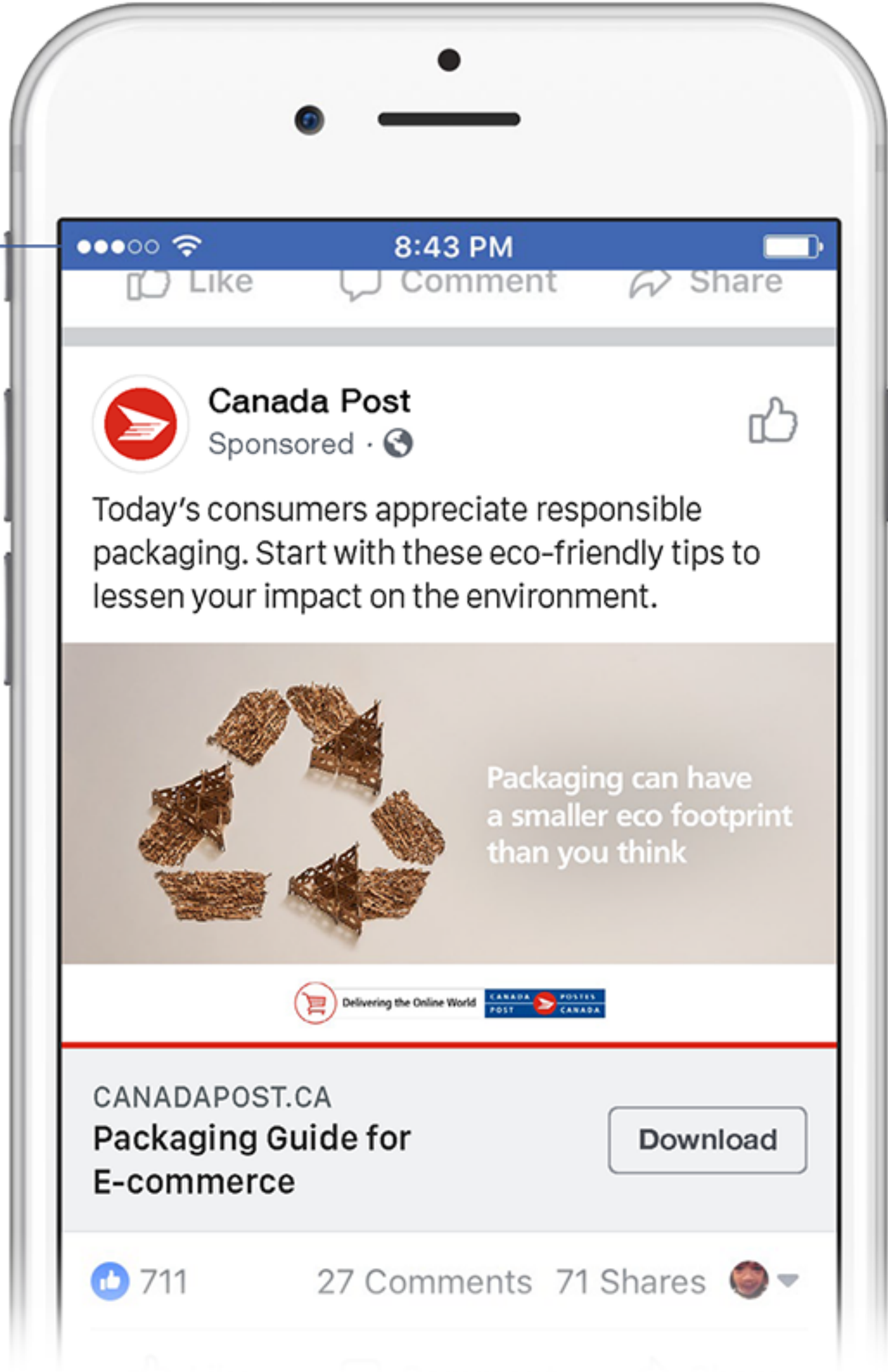


PUBLICIS (TORONTO):: CANADA POST CORP - DESIGNER / ART DIRECTOR [BILINGUAL LAYOUTS] (2016-2020)

After 6 years working primarily on Rogers Communications projects, I shifted within the agency to the Canada Post team. While the Rogers team had been comprised of multiple Writer/Art Director teams to handle all aspects of the business, CPC only had one dedicated team to handle all of theirs. I was welcomed as design support and also to share in the art direction responsibilities.

We were running multiple campaigns throughout the year, adhering to styleguides, practices and standards dictated by CPC's various branches of business. The tone would shift from playful to business-minded to heartfelt, all depending on the product and where the ad was being targeted. Sometimes, our copy would remain the same, but the image would be Lifestyle-based for ads served on Facebook vs utilizing icons/illustration for ads served on LinkedIn.

These are a few examples of the type of work, where it would be served up and some of the assets used. In addition to utilizing stock imagery and assets, we organized photoshoot sessions to build a photo asset library for some of our ongoing ad campaigns.



Canada Post
Sponsored · 🌐



Today's consumers appreciate responsible packaging. Start with these eco-friendly tips to lessen your impact on the environment.



Packaging can have a smaller eco footprint than you think



CANADAPOST.CA
Packaging Guide for E-commerce

Download

711

27 Comments 71 Shares



Packaging can have a smaller eco footprint than you think



Delivering the Online World

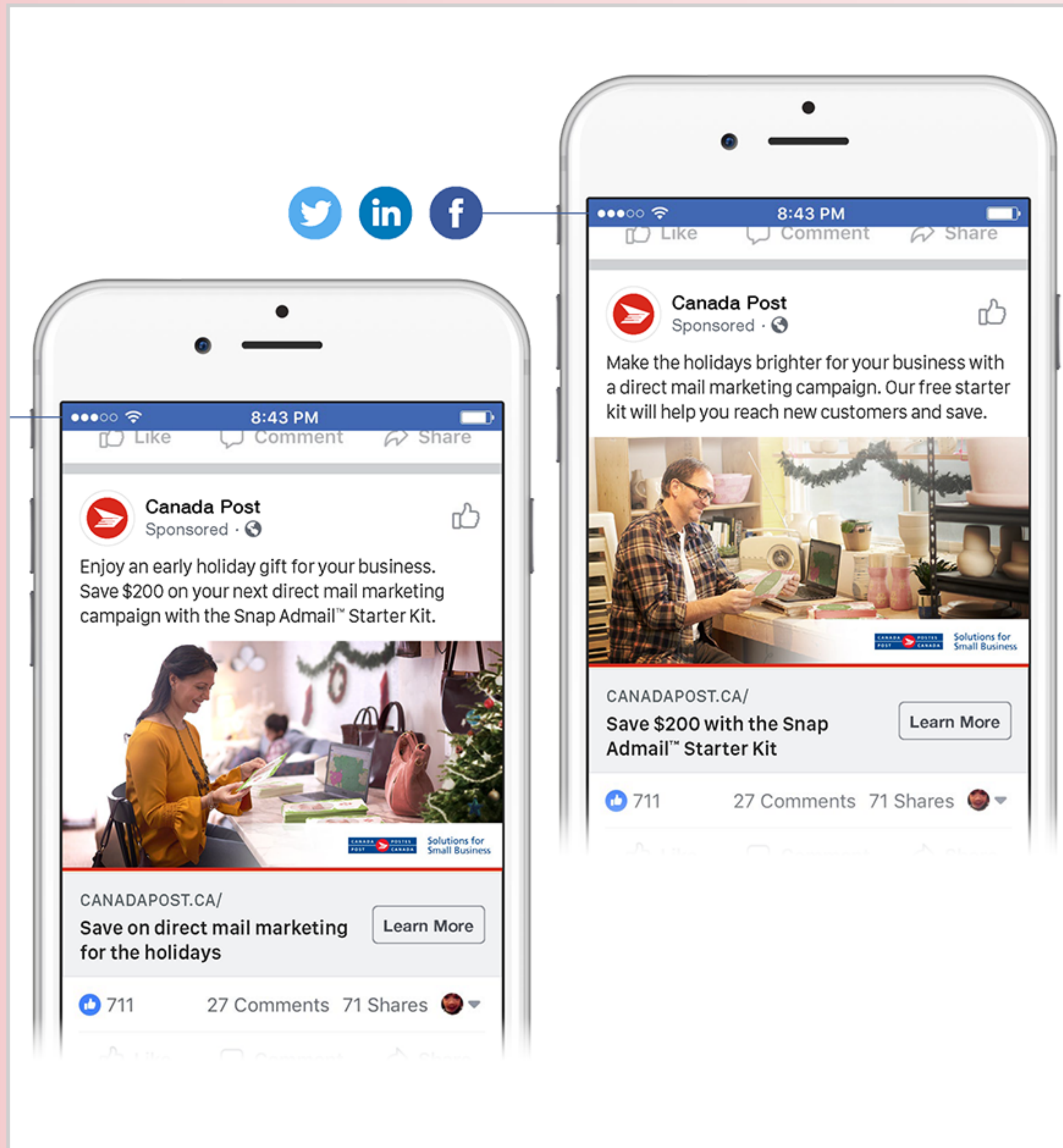


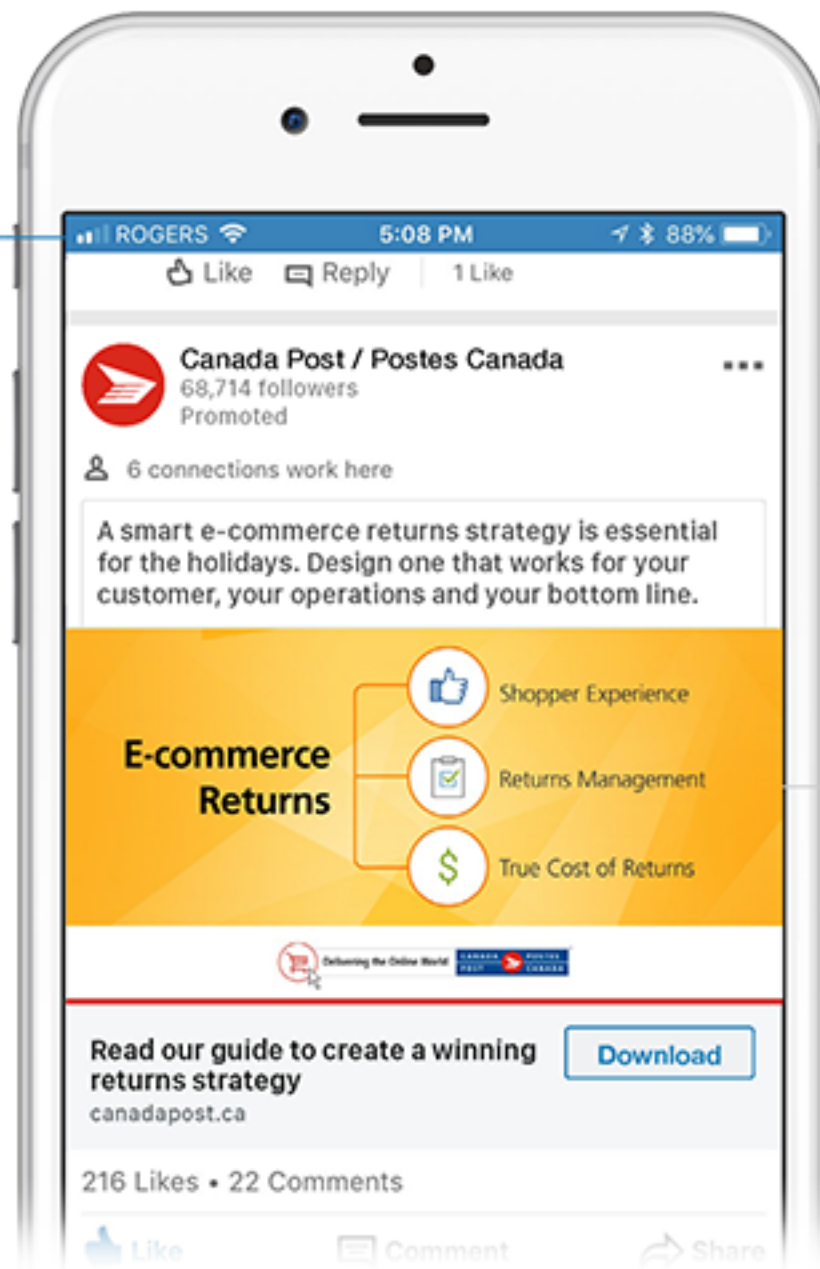
Des emballages qui réduisent encore plus votre empreinte carbone



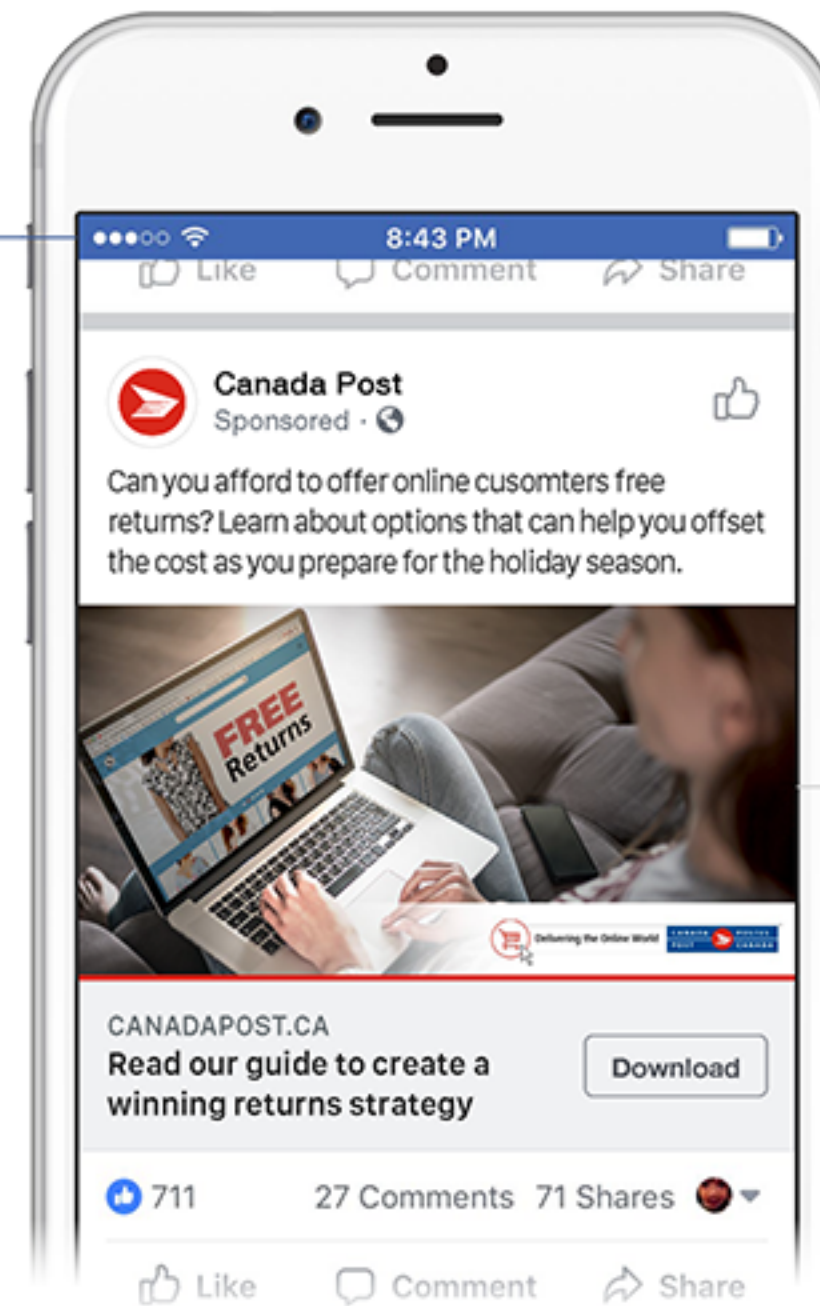
Du monde en ligne jusqu'à vous



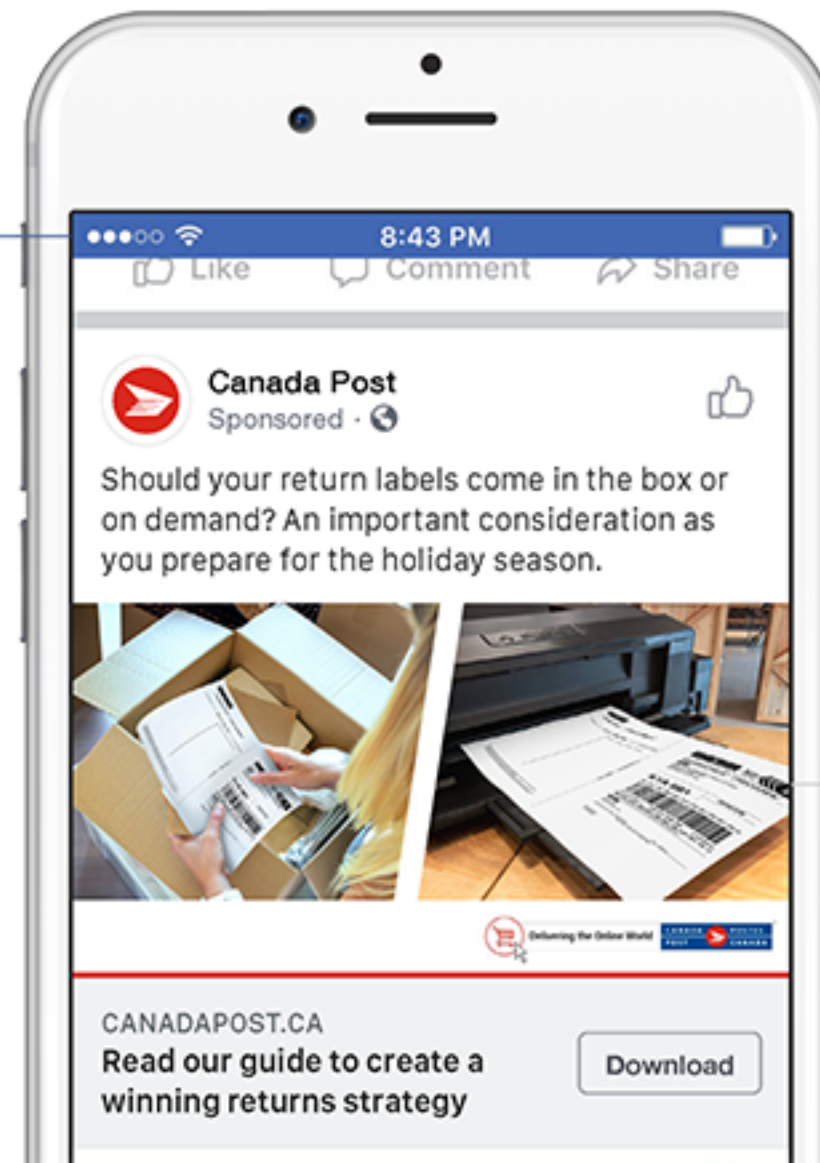




French img.



French img.



French img.



Grow your e-commerce business outside of Canada

Global cross-border e-commerce is expected to reach US\$736 billion by 2023!
Are you ready to get in on the opportunity and start selling internationally?

GLOBAL E-COMMERCE SALES ARE GROWING FASTER THAN CANADIAN ONLINE SALES*

13% 20%

Average growth in e-commerce sales 2017 - 2020

TOP 3 COUNTRIES BUYING FROM CANADA*

THE PRODUCTS CUSTOMERS BUY
PERCENTAGE BREAKDOWN OF CANADIAN EXPORTS*

1 **31%** Clothing & footwear
2 **28%** Health & beauty
3 **17%** Books, music & media

Why International Customers Buy from Canada*
 Better prices
 Product availability

THE U.S. MARKET OPPORTUNITY
U.S. customers are spending a lot on products from Canadian websites

\$3.2 BILLION
(U.S. shopper spend in 2015)

72% of U.S. cross-border shoppers would consider buying from a Canadian online retailer*

WHAT AMERICANS BUY FROM FOREIGN SITES
Percentage of U.S. cross-border shoppers buying from foreign sites

48% Clothing, apparel, footwear & accessories
36% Toys & hobbies
34% Entertainment & education (physical items)
31% Jewelry & watches

WHY SHIP INTERNATIONALLY WITH CANADA POST?

No Hidden Costs! What you see is what you get.

All prices in \$CAD – let us worry about currency fluctuations.
 No fees for residential delivery and extended area coverage.
 No dimensional weight charges on our most popular e-commerce service.

WE MAKE CUSTOMS EASIER TO MANAGE

Your Canada Post shipping label is your customs form.
 No additional forms are needed.

GREAT DELIVERY
As part of the global postal network, we offer your customers:
 • Convenient pickup locations at post offices around the world.
 • Delivery to every home, business, PO box, apartment and parcel locker.

CONVENIENT LOCATIONS
As a national leader in e-commerce shipping, we provide:
 • Convenient drop-off at more than 6,200 post office locations.
 • Flexible parcel pickup from your place of business.

CANADA POST / POSTES CANADA
Solutions for Small Business

Faites prospérer votre commerce en ligne au-delà des frontières

Le volume mondial des ventes en ligne hors frontière pourrait atteindre 736 G\$ US en 2023.
Êtes-vous en mesure de pénétrer les marchés étrangers pour en profiter?

LE DÉTAIL EN LIGNE MONDIAL CONNAÎT UNE CROISSANCE SUPÉRIEURE À CELLE DU DÉTAIL EN LIGNE CANADIEN*

13% 20%

Croissance moyenne des ventes en ligne entre 2017 et 2020

LES 3 GRANDS MARCHÉS EXTÉRIEURS DU CANADA*

LES CATÉGORIES DE PRODUITS À FORTE DEMANDE
REPARTITION DES EXPORTATIONS CANADIENNES*

1 **31%** Vêtements et chaussures
2 **28%** Produits de beauté et de santé
3 **17%** Livres, musique et médias

Pourquoi les consommateurs étrangers achètent-ils au Canada*
 Meilleurs prix
 Disponibilité des produits

LES ÉTATS-UNIS : UN MARCHÉ À EXPLOITER
Les consommateurs américains achètent énormément sur les sites Web canadiens

3,2 G\$
(Dépenses des consommateurs américains en 2015)

72% des consommateurs américains envisagent d'acheter auprès d'un commerçant en ligne canadien*

QU'ACHÈTENT LES AMÉRICAINS SUR LES SITES ÉTRANGERS?
Parts des achats à l'étranger des consommateurs américains*

48% Vêtements, chaussures et accessoires
36% Jouets et passe-temps
34% Articles de divertissement et articles éducatifs
31% Bijoux et montres

POURQUOI CHOISIR POSTES CANADA POUR VOS ENVOIS OUTRE-FRONTIÈRE?

Il n'y a pas de frais cachés. Tout est clair.

Nos tarifs sont indiqués en dollars canadiens. Nous nous occupons de la fluctuation des devises.
 Aucune frais de livraison additionnels pour les zones résidentielles et étendues.
 Aucune frais de poids volumétrique additionnels lorsque vous utilisez nos services de cybercommerce les plus populaires.

NOUS SIMPLIFIONS LA PROCÉDURE DE DÉDOUANEMENT

L'étiquette d'expédition de Postes Canada sert de formulaire douanier.
 Vous n'aurez aucun autre formulaire à remplir.

EXCELLENT SERVICE DE LIVRAISON
Puisque nous faisons partie du réseau postal mondial, nous assurons à vos clients des pays étrangers:
 • le ramassage de colis à un bureau de poste qui leur convient;
 • la livraison à toute résidence (appartements compris), entreprise, case postale et adresse à colis.

EMPLACEMENTS PRATIQUES
En tant que chef de file de l'expédition de colis provenant du commerce en ligne, nous mettons à votre disposition:
 • plus de 6 200 bureaux de poste où déposer vos colis;
 • des solutions de ramassage de colis adaptées aux exigences de vos activités commerciales.

POSTES CANADA / CANADA POST
Solutions pour petites entreprises

f

8:43 PM

Canada Post / Postes Canada
Sponsored · 68,714 followers

Canadians love to buy from U.S. retailers. Their online purchases have gone up by 44% since 2016. Learn how to win their business in our free report.

CANADAPOST.CA/GONORTH
Go North Report
Free e-commerce insights.

711 27 Comments 71 Shares

in

5:08 PM

Canada Post / Postes Canada
68,714 followers

Selling to international customers online? Our guide makes it easier to achieve success with tips on how to adapt your website.

Guide to International Shipping for E-commerce
canadapost.ca

216 Likes · 22 Comments

in

5:08 PM

Canada Post / Postes Canada
68,714 followers

Not sure how to fill out customs declarations? Our guide will show you how it's done to simplify the process for your business.

Guide to International Shipping for E-commerce
canadapost.ca

216 Likes · 22 Comments

in

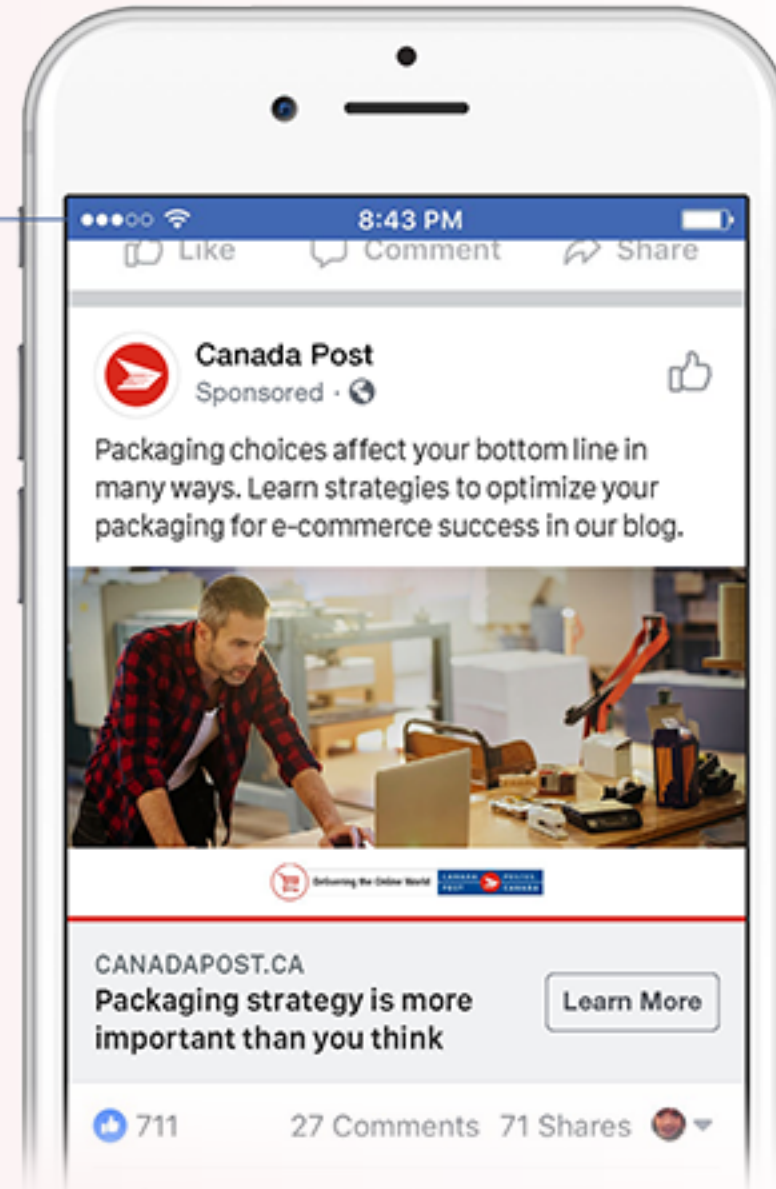
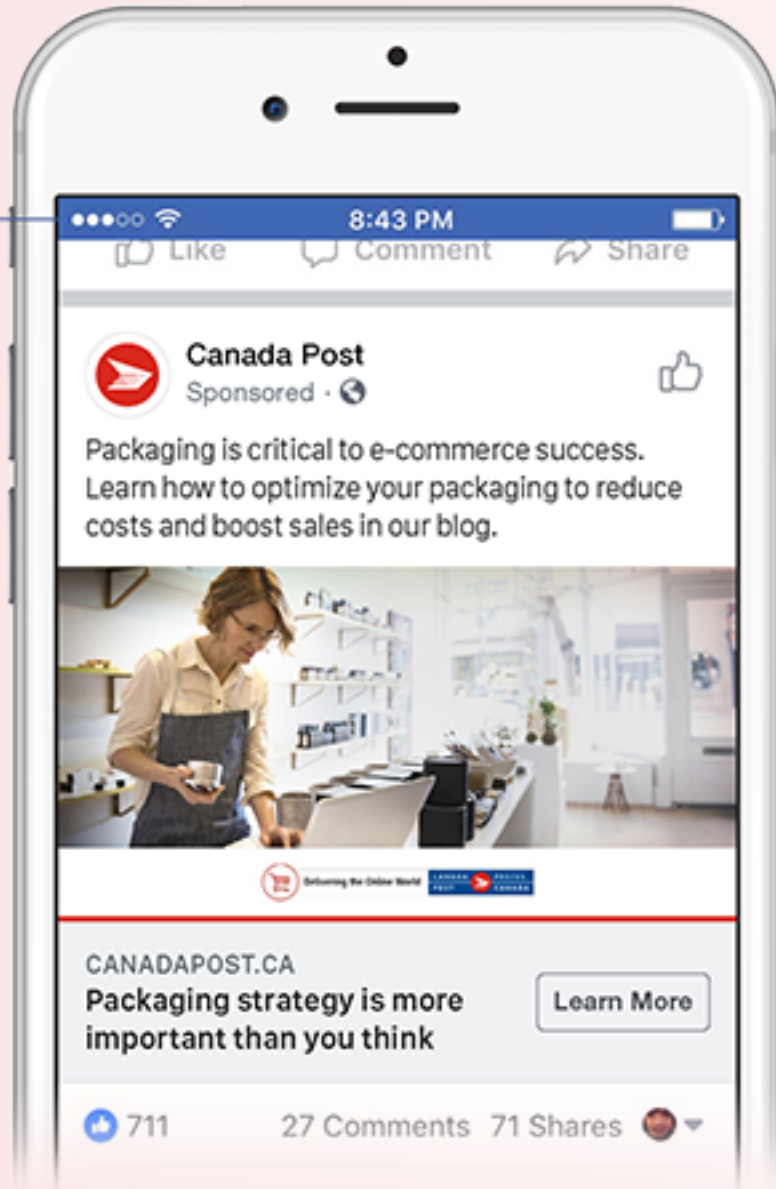
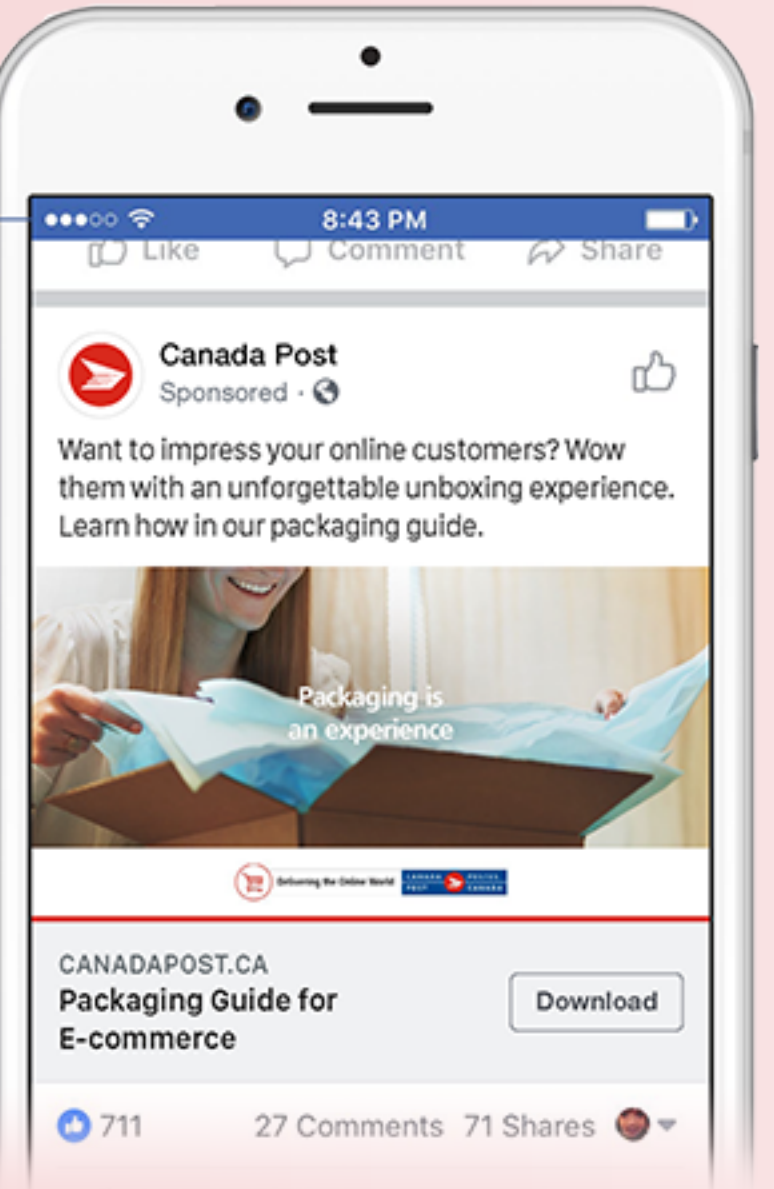
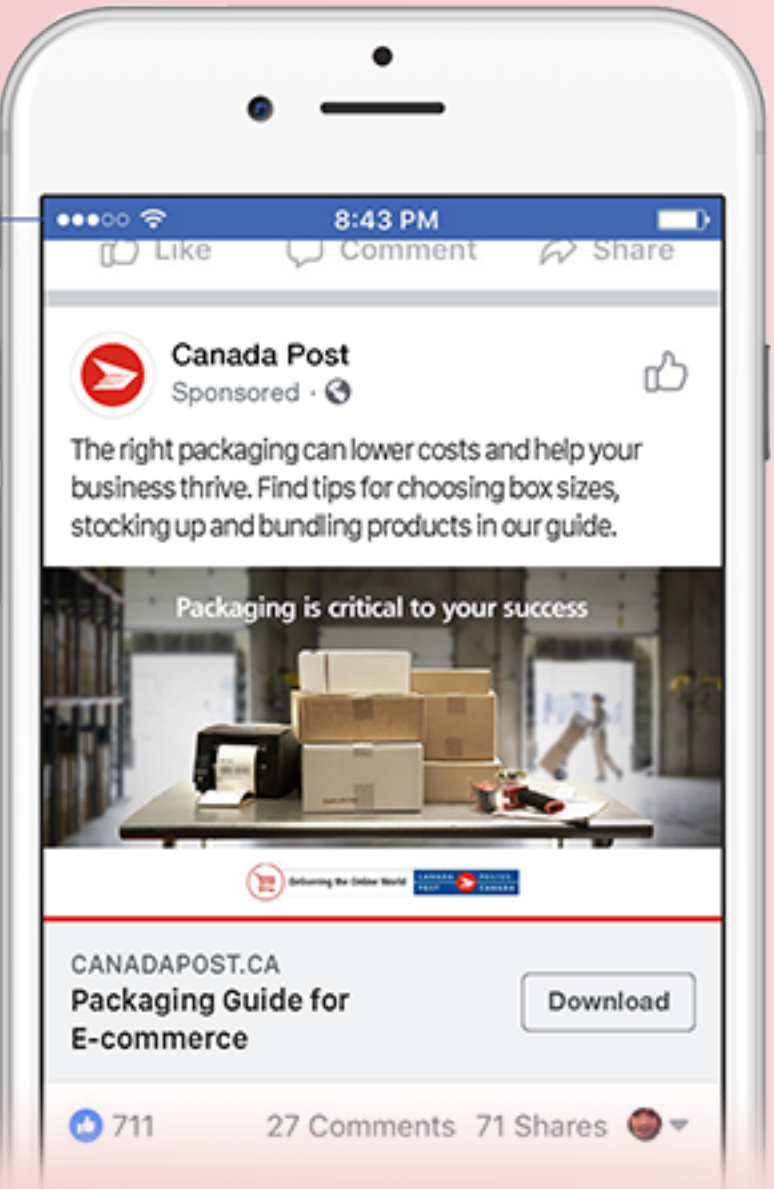
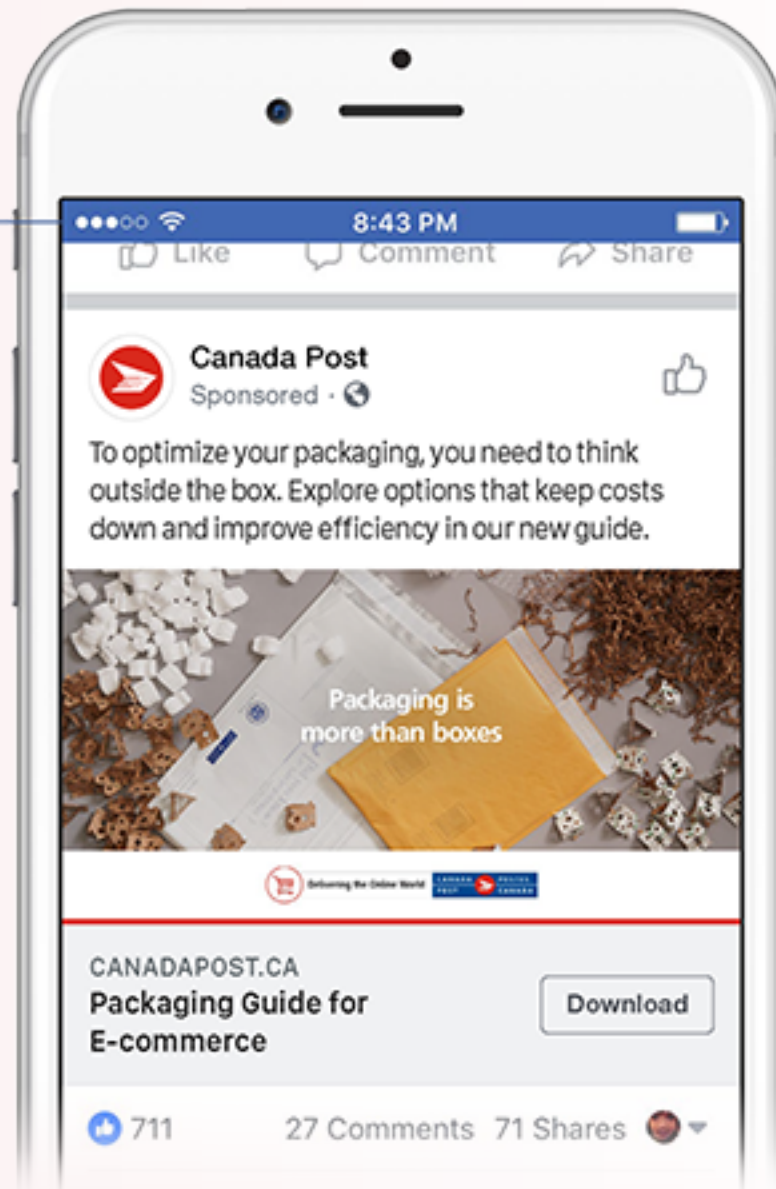
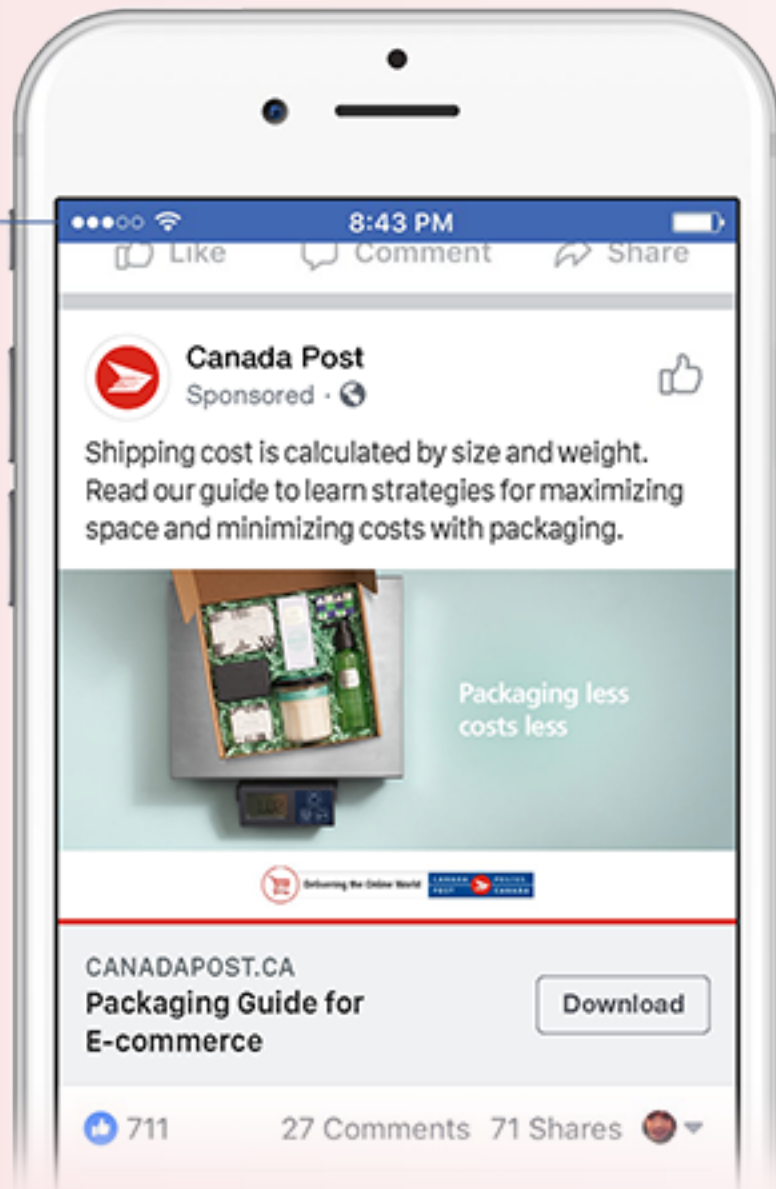
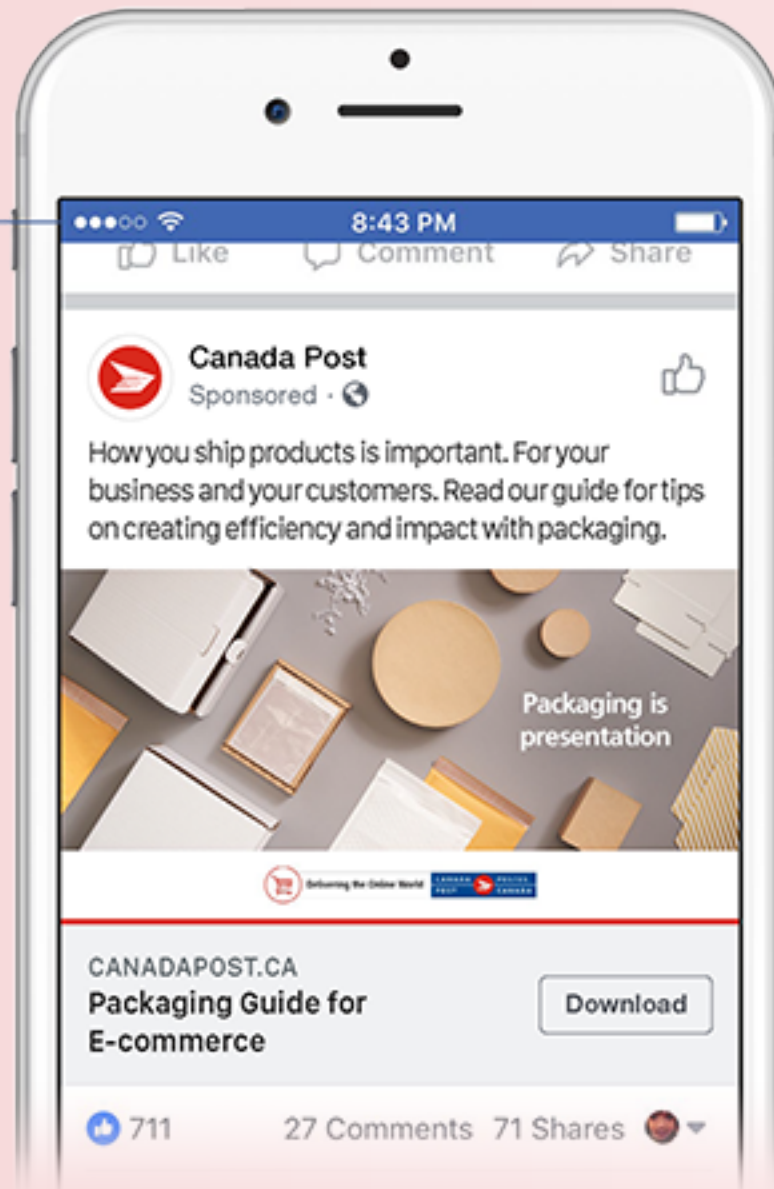
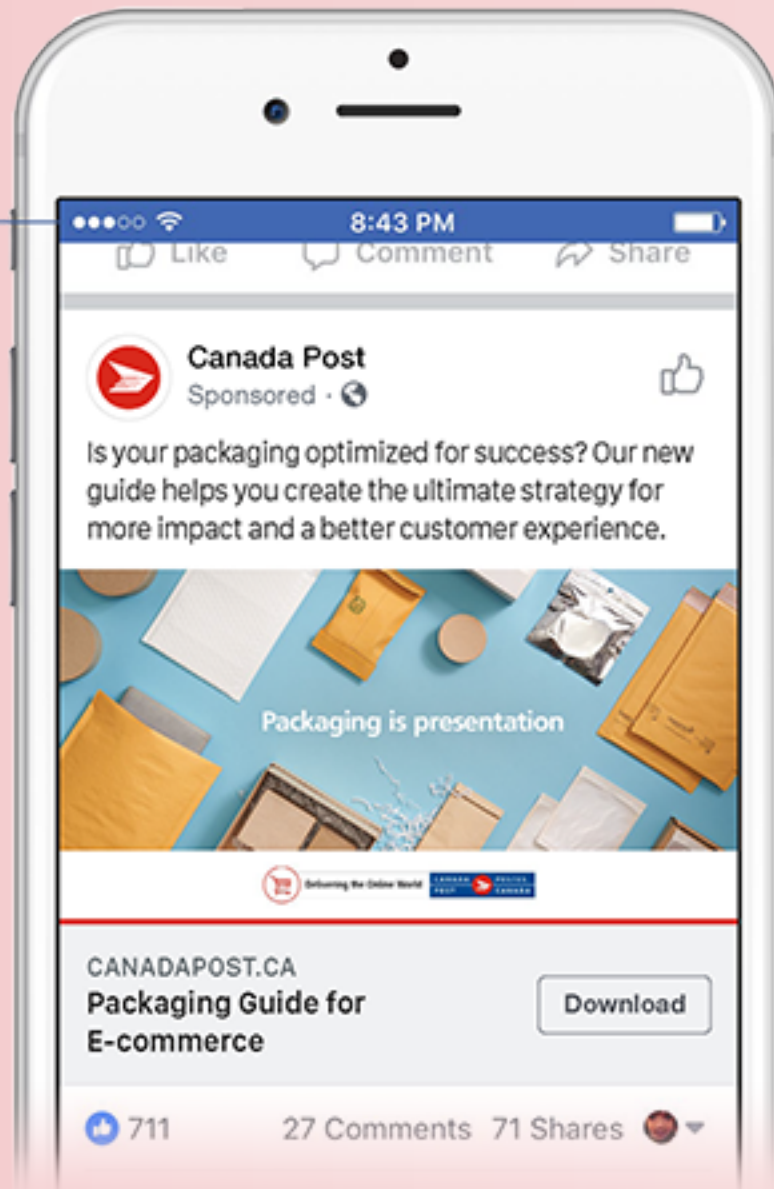
5:08 PM

Canada Post / Postes Canada
68,714 followers

Our guide makes it easier to grow your online business in the U.S. Get expert advice on customs, website readiness and more to help you succeed.

Guide to International Shipping for E-commerce
canadapost.ca

216 Likes · 22 Comments





B.A. JOHNSTON'S HAM JAM: SEGMENT BUMPERS (2019)

B.A. Johnston's Ham Jam is a travelogue of sorts, where B.A. takes you on a tour of Hamilton, exploring all things strange, forgotten or awesome. Six episodes aired on Bell Fibe Network in Spring 2019 and are available online on YouTube.

I was approached to create some static, classic-videogame-themed artwork for an episode focused on Hamilton's arcades. The ask was for title-cards to intro each segment of the episode, a total of five images. The idea was that they would fade-in with some 8-bit music playing and act sort of like a level-intro screen in a classic videogame.

After discussing the project, we agreed the static images would be much better animated, so I began compiling a list of classic games I could do alternate sprite-sheets for and animate our own short, personalized segments.

I used Street Fighter II for the "Character Select" screen, Super Mario Bros, River City Ransom and Mike Tyson's Punch-Out for the arcade segments and, of course, Ms. Pac-Man for the Captain Canada interview.

The music was created for each segment by Travis Taylor and the audio design was taken from my direction and mixed by Alex Unger.

Videos:

<https://youtu.be/uE3FxsciJYE>

LIMERIDGE MALL



DOWNTOWN ARCADES



1P PLAYER SELECT 2P



&



WAX MANNEQUIN

BA JOHNSTON

ARNIES ARCADE



STAIN CANADA



10 PTS
50 PTS



CANADA POST: ST50 (2016), FEARLESS LEADERS (2017)

Initially brought on to fill in some gaps for the creative we produced for the 50th Anniversary of Star Trek: The Original Series, I had helped tidy up some Van Wrap designs as well as lay out the microsite. This was valuable experience which I applied when I was given the project to celebrate Starfleet's finest the following year.

The new campaign singled out the captains of each series and a handful of their adversaries on the stamps and products, but it also came with a wealth of sci-fi assets. Working on this was a joy.

Using assets provided by (and in some cases, approved by) Paramount, we created a scalable microsite, some newspaper ads, digital banners, a short video bumper and a van wrap.



STAR TREK™



**FEARLESS LEADERS.
ENDLESS ADVENTURE.**

We salute Starfleet's finest with a bold new series
of *Star Trek* stamps and collectibles.

[Explore](#)

**AUDACIEUX. COURAGEUX.
SANS LIMITES.**

Notre nouvelle série de timbres et d'articles de collection
sur *Star Trek* rend hommage à l'élite de Starfleet.

[Explorer](#)





STAR TREK™



Lock on to Starfleet's finest with our bold new *Star Trek* collection.

Available at Canada Post locations or canadapost.ca/startrek

TM & © 2017 CBS. © 2017 PPC. ARR.

**RESISTANCE
IS FUTILE**

Don't fight the urge to seek out our new
Star Trek stamps and collectibles.

Available at Canada Post locations or canadapost.ca/startrek



STAR TREK™



TM & © 2017 CBS. © 2017 PPC. ARR.



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6

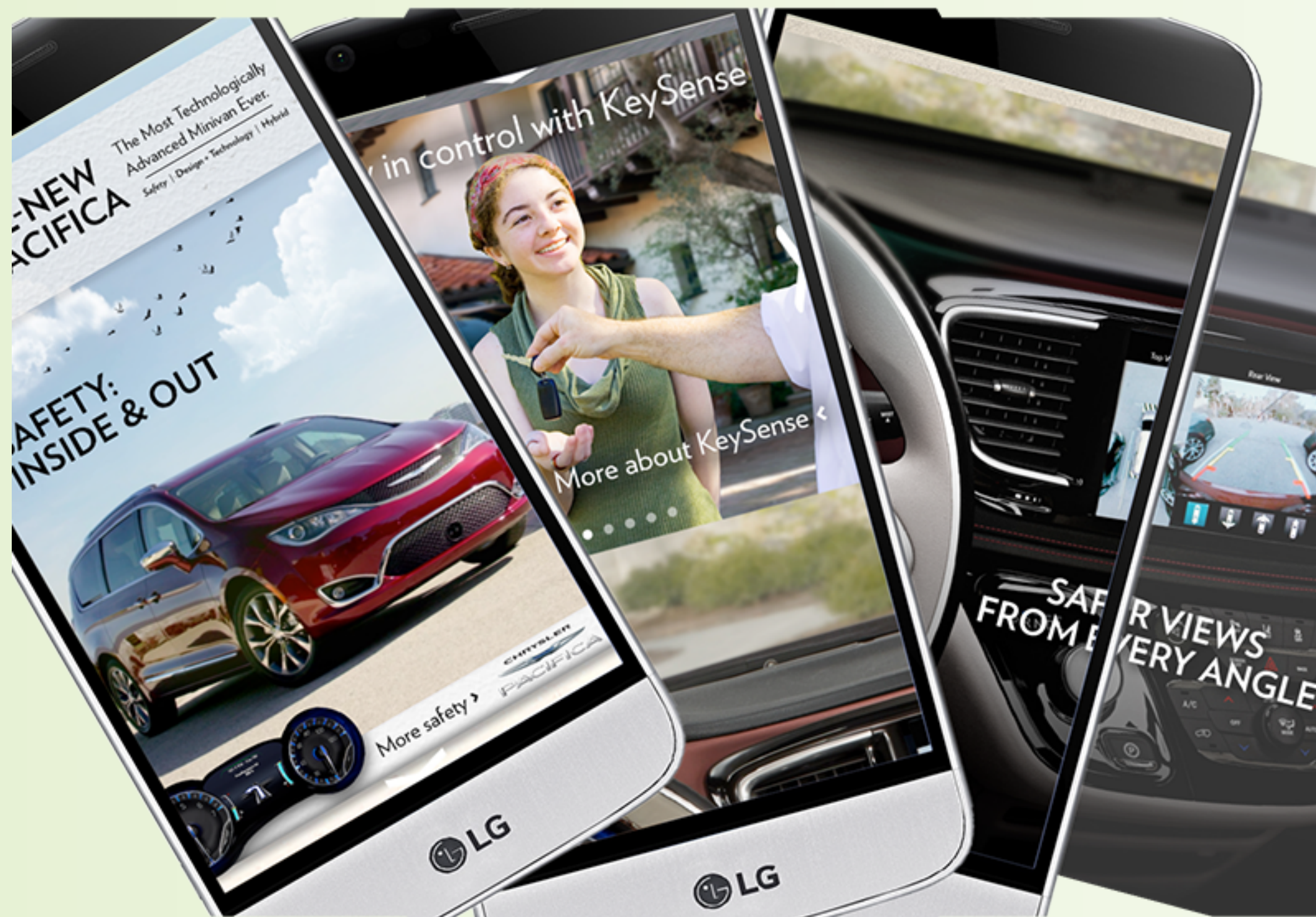


Frame 7



Frame 8

Video:
<https://youtu.be/87VopkEn5IM>



CHRYSLER: FACEBOOK CANVAS FOR THE 2017 CHRYSLER PACIFICA (2017)

The agency was asked to come up with a concept to utilize the then-new Facebook Canvas platform. I hopped on to concept and create canvases to showcase three elements of the Pacifica: Award-Winning Safety Features, Design paired with Technology, and the environmentally conscious Hybrid version.

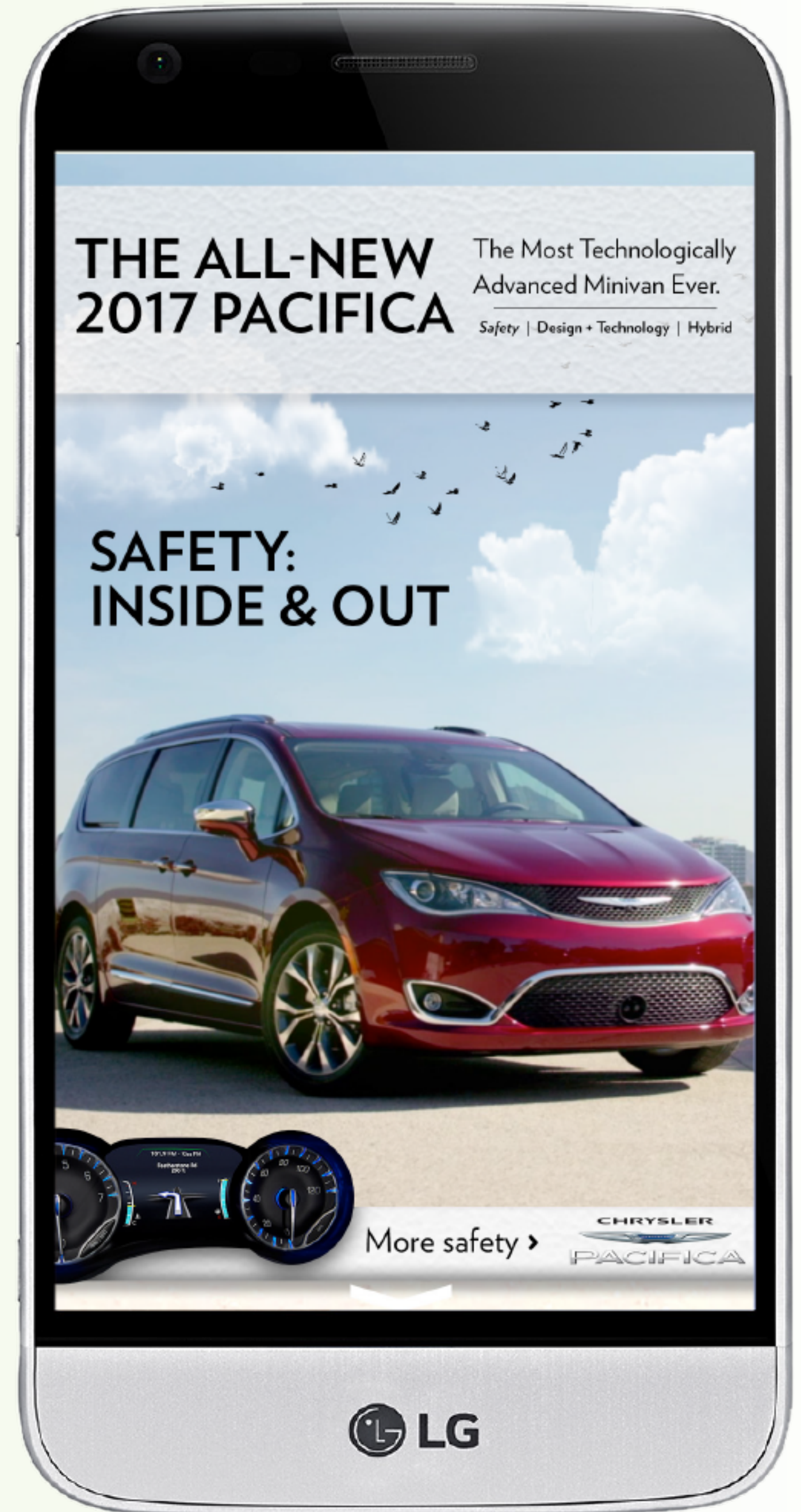
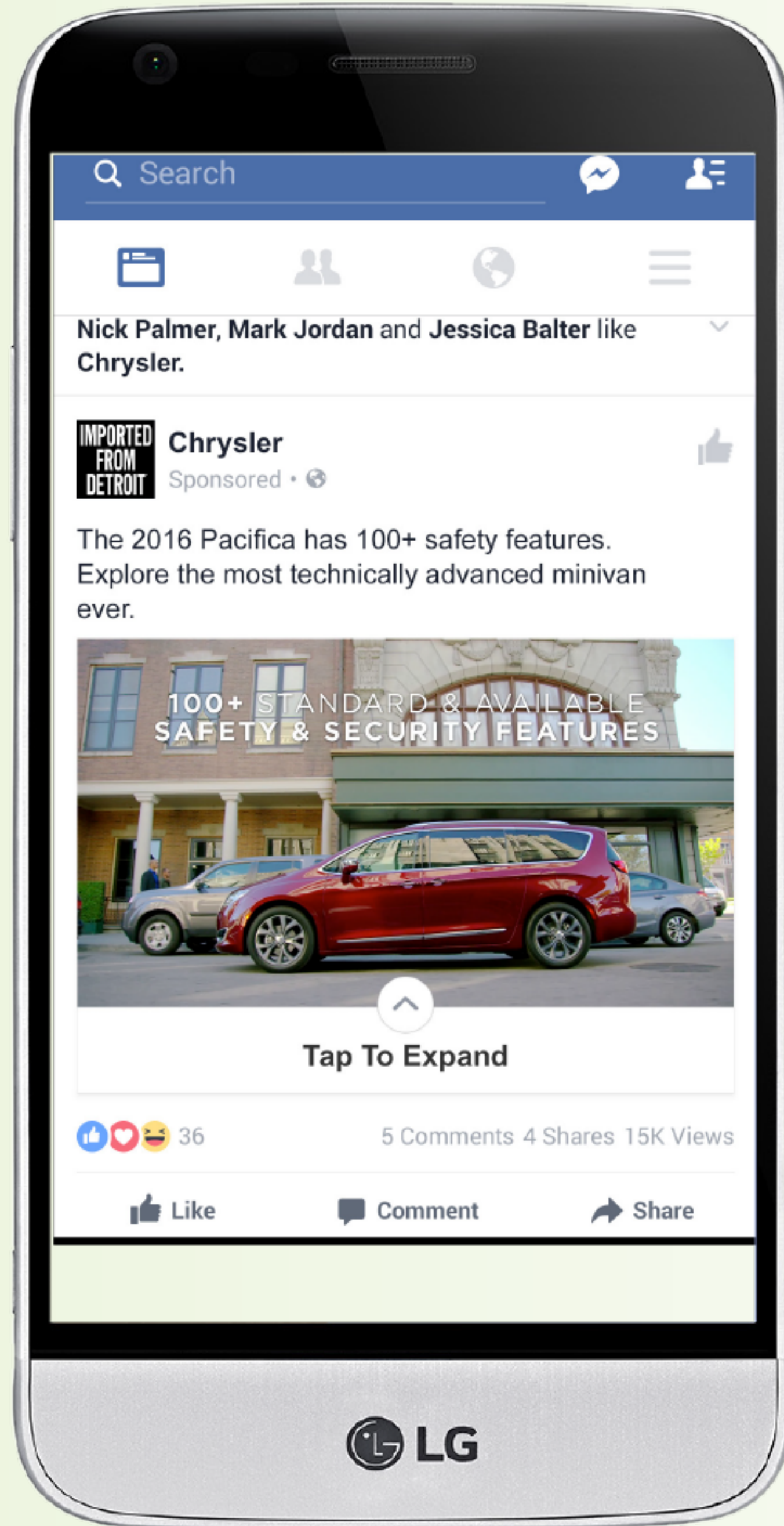
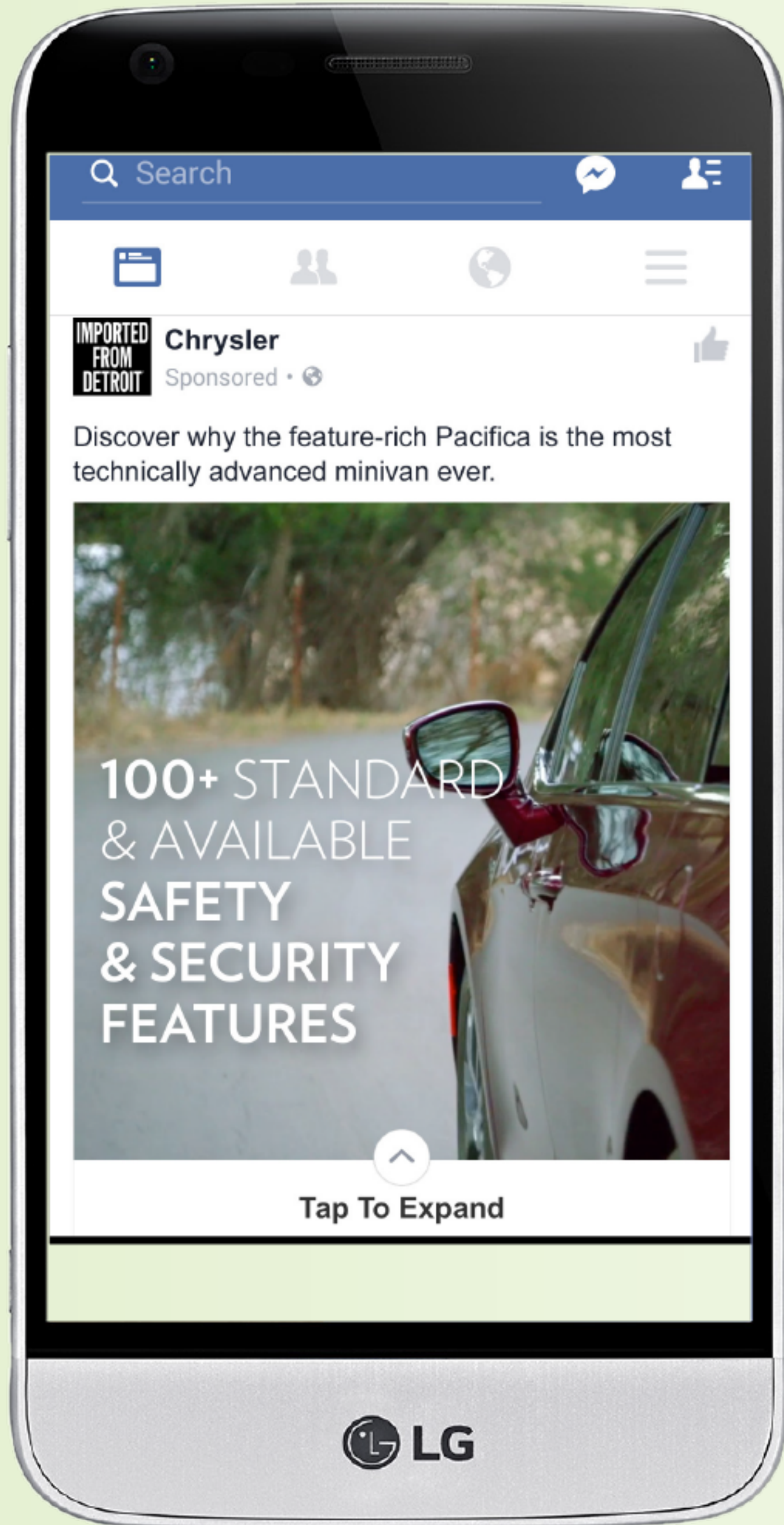
The mandate was to explore all the available features a canvas could offer, provided the assets allowed for it. After experimenting with the platform a bit, I had to come up with a creative work-around in order to make the ad feel like it was worth spending time with. The “Tilt” feature was a fun way to surprise a user and let them interact, but it only supported images, no video. In order to further surprise and delight the user, I exported an animated GIF into the tilt module.

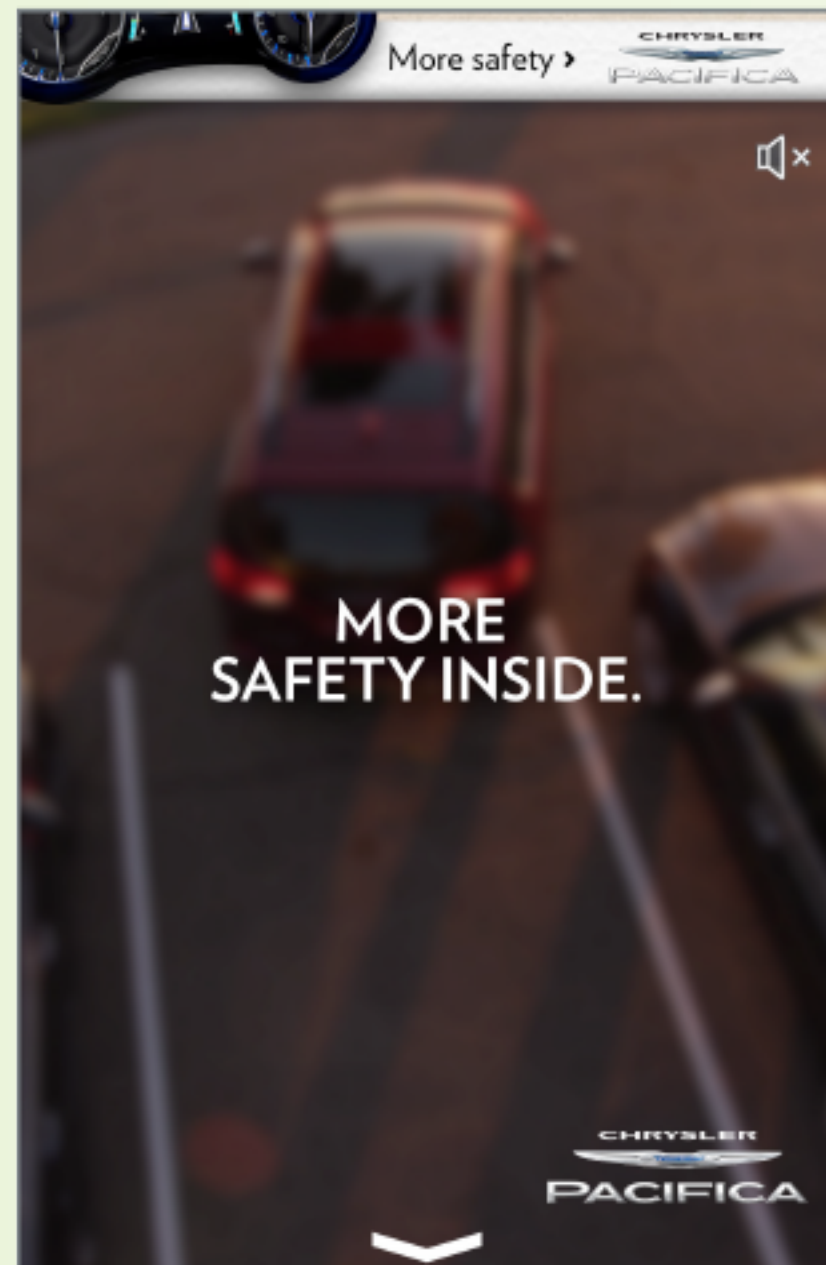
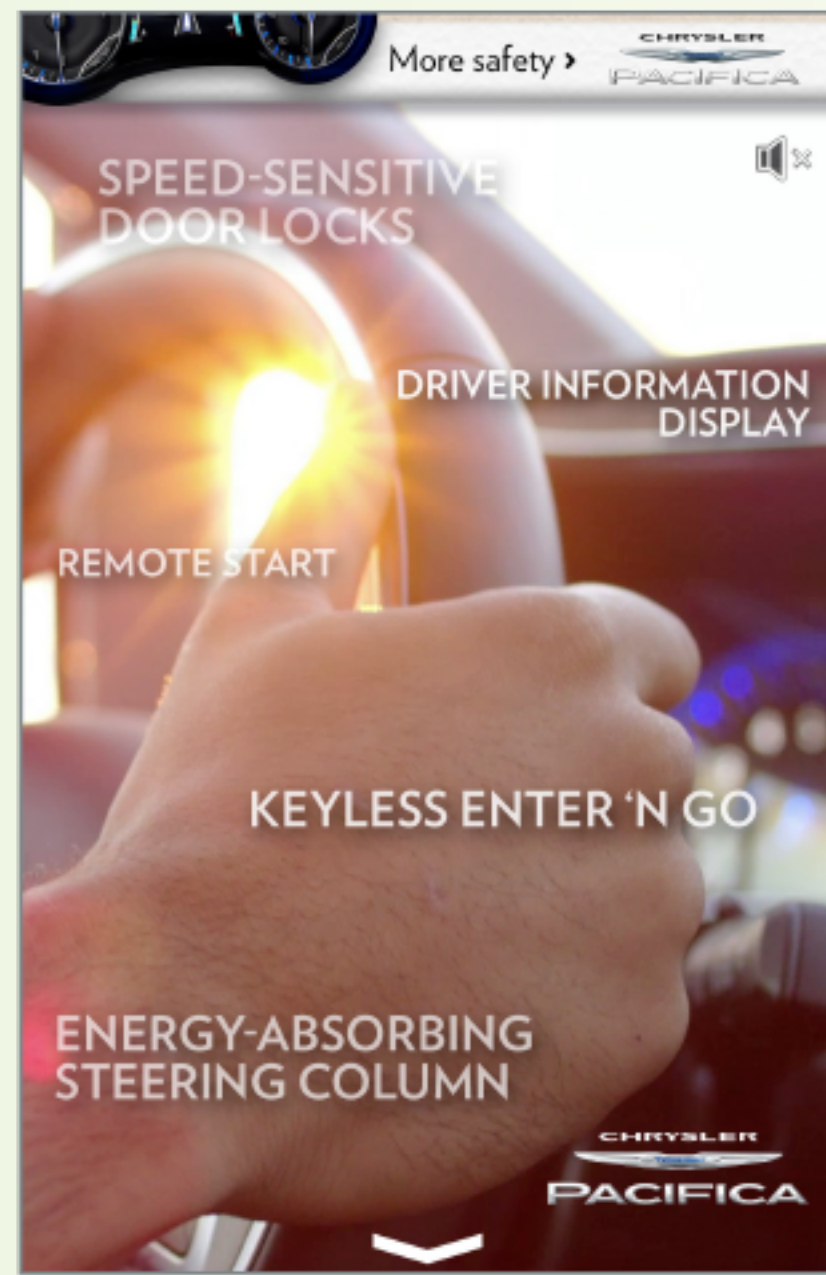
The work was well received and a blast to make!

Videos:

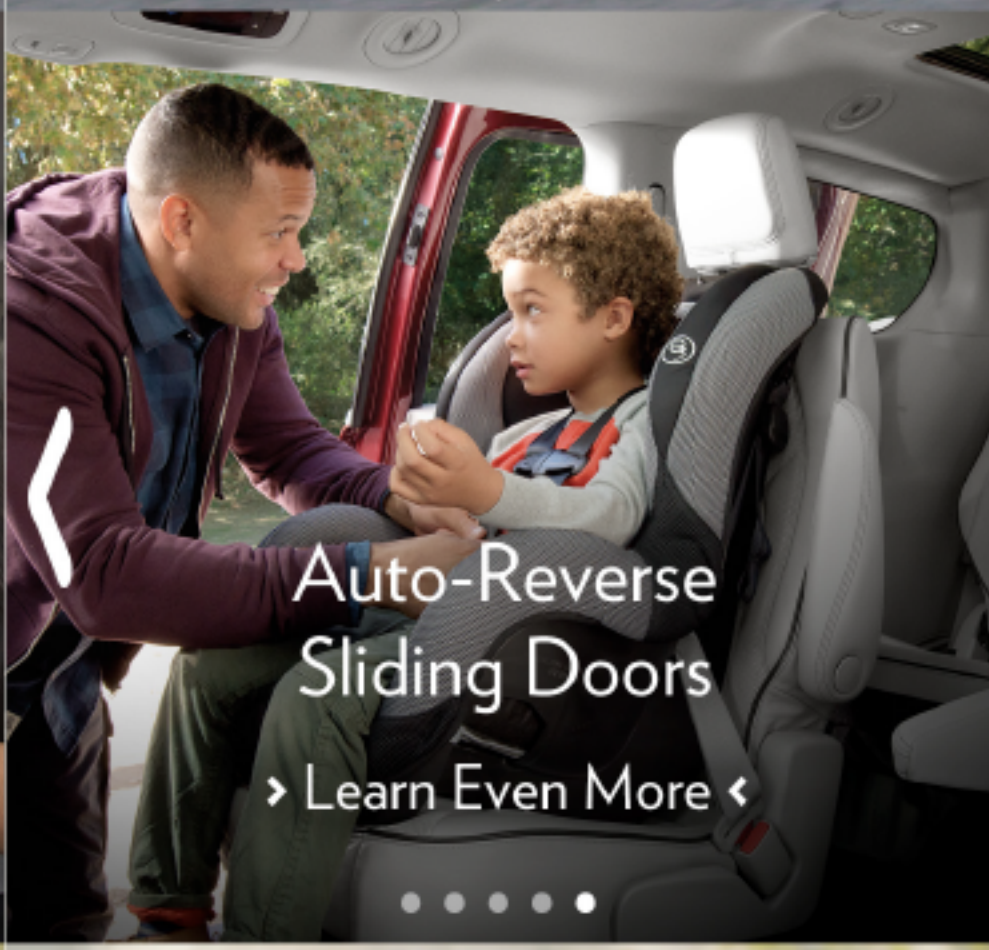
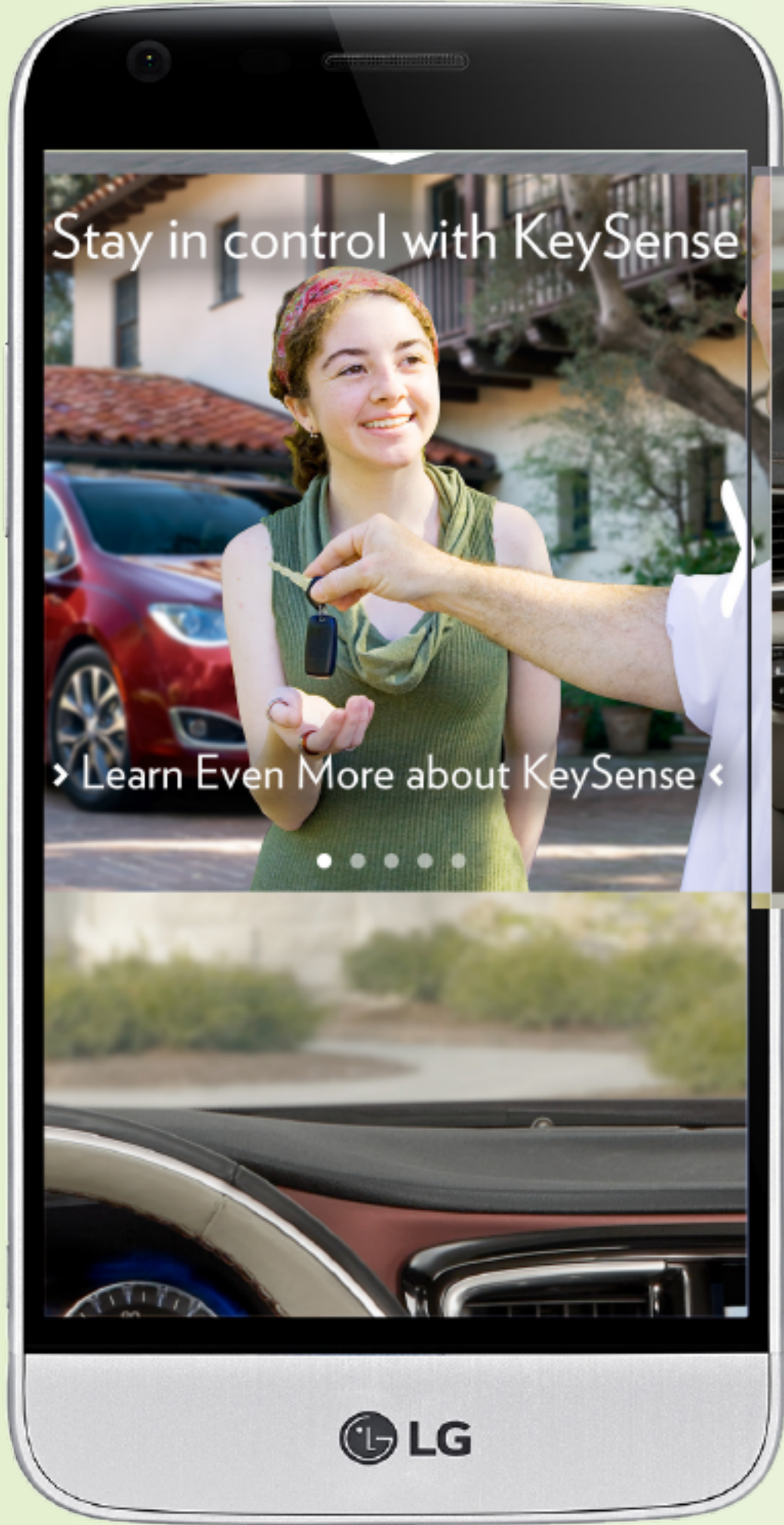
<https://youtu.be/tlaAOFq3aeg>

<https://youtu.be/dcVqRDMTXXw>





Open with a tracking shot of the Pacifica driving on a coastal road. As we cut through our interior shots, supers are ticking onto the screen and fading out quickly before we blur, serve up a closing line and then fade to the logo line.





PARALLEL AND
PERPENDICULAR
PARK ASSIST

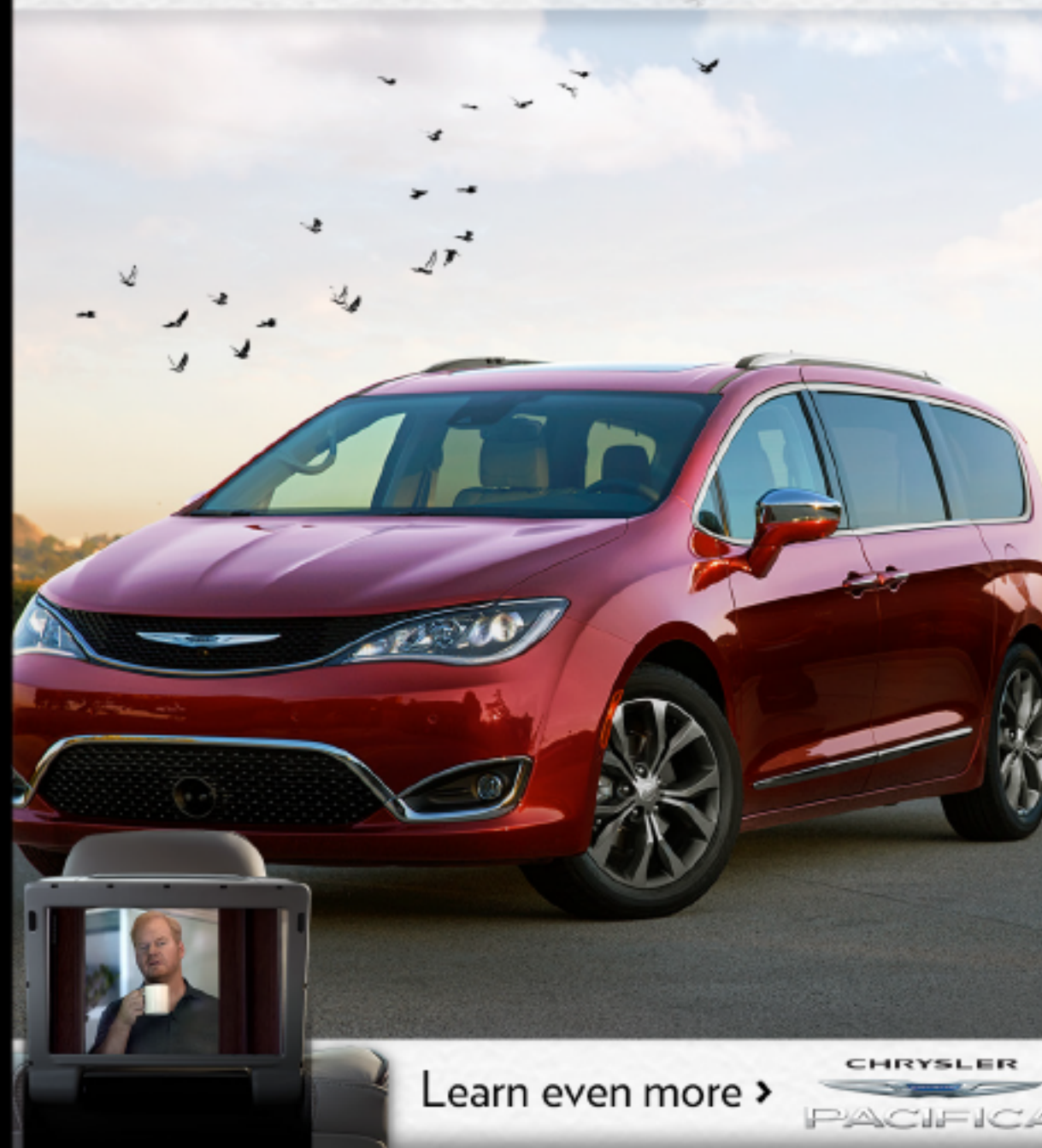


SAFER VIEWS
FROM EVERY ANGLE

THE ALL-NEW 2017 PACIFICA

The Most Technologically
Advanced Minivan Ever.

Safety | Design + Technology | Hybrid



Learn even more >

CHRYSLER
PACIFICA



NHL PARTNERSHIP – HOCKEY NIGHT HEROES (2016), THE ULTIMATE SIX (2017), 100 YEARS OF THE MAPLE LEAFS (2017)



HOCKEY NIGHT HEROES

This was my first full project executed with the Canada Post partnership with the NHL. We were featuring six players that we considered Great Canadian Forwards. We played with some concepts that involved a museum/hall of fame aesthetic, but ultimately settled on showcasing the players and products on hallowed ground—the rink.

The microsite was designed to be responsive in order to accommodate desktop, phones and tablets.

THE ULTIMATE SIX

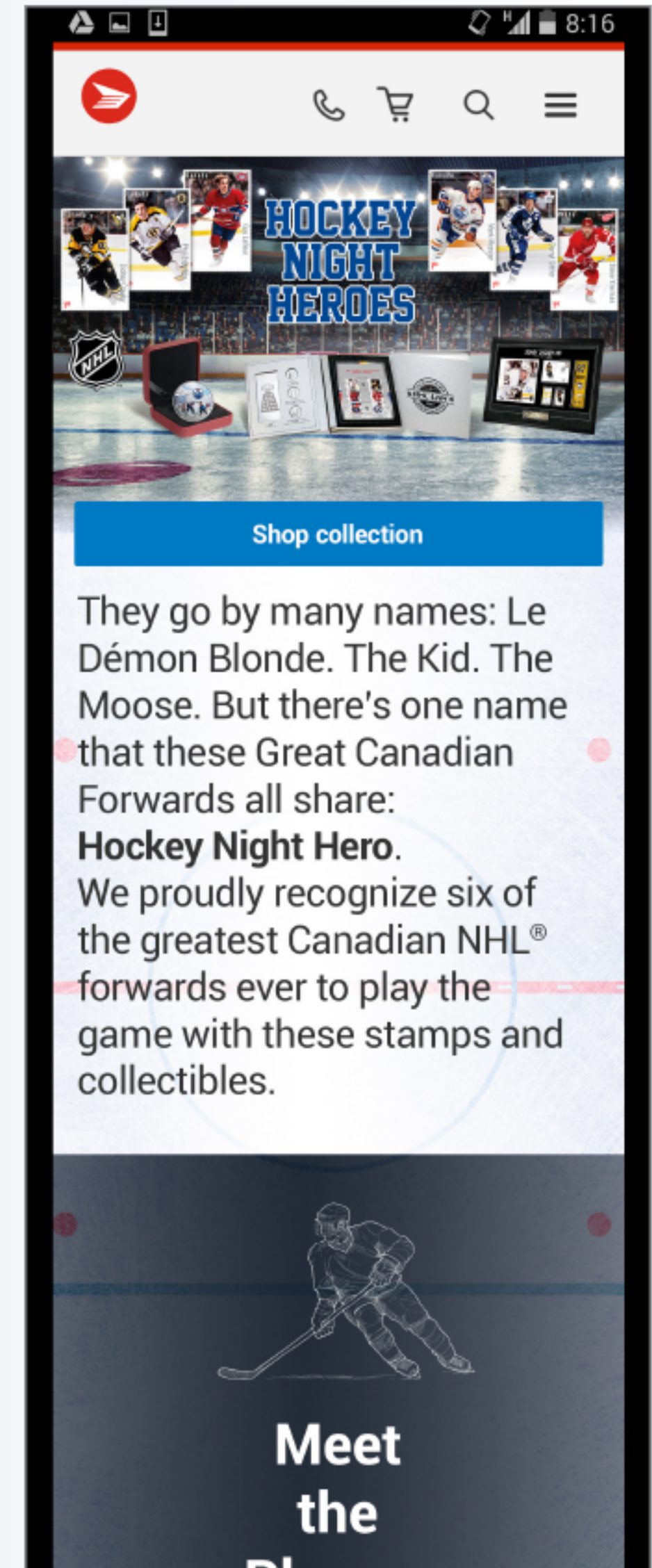
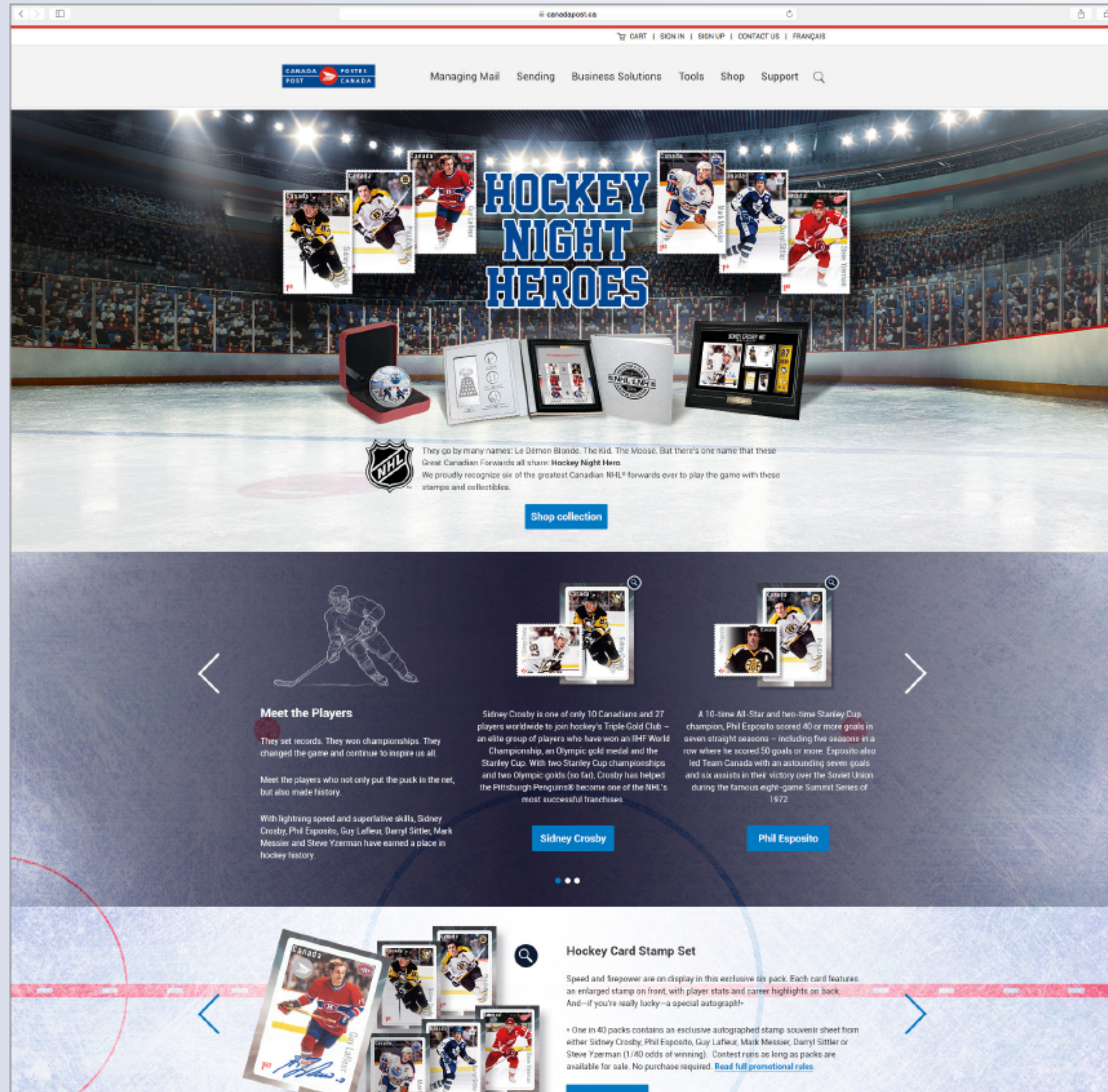
This series of collectible stamps act as a love letter to the players we consider The Ultimate Six in NHL history. To give these players the Hockey Hall of Fame treatment, I designed a page that mimicked a trophy case in an arena.

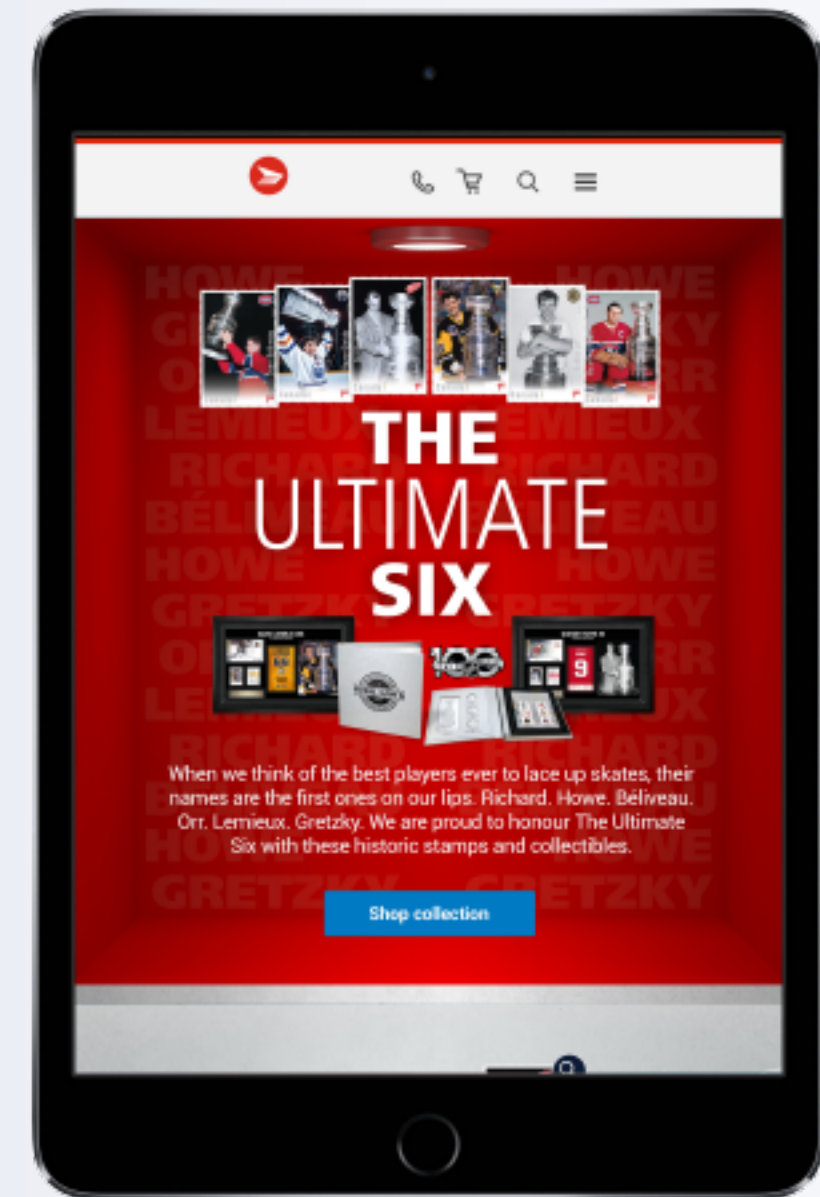
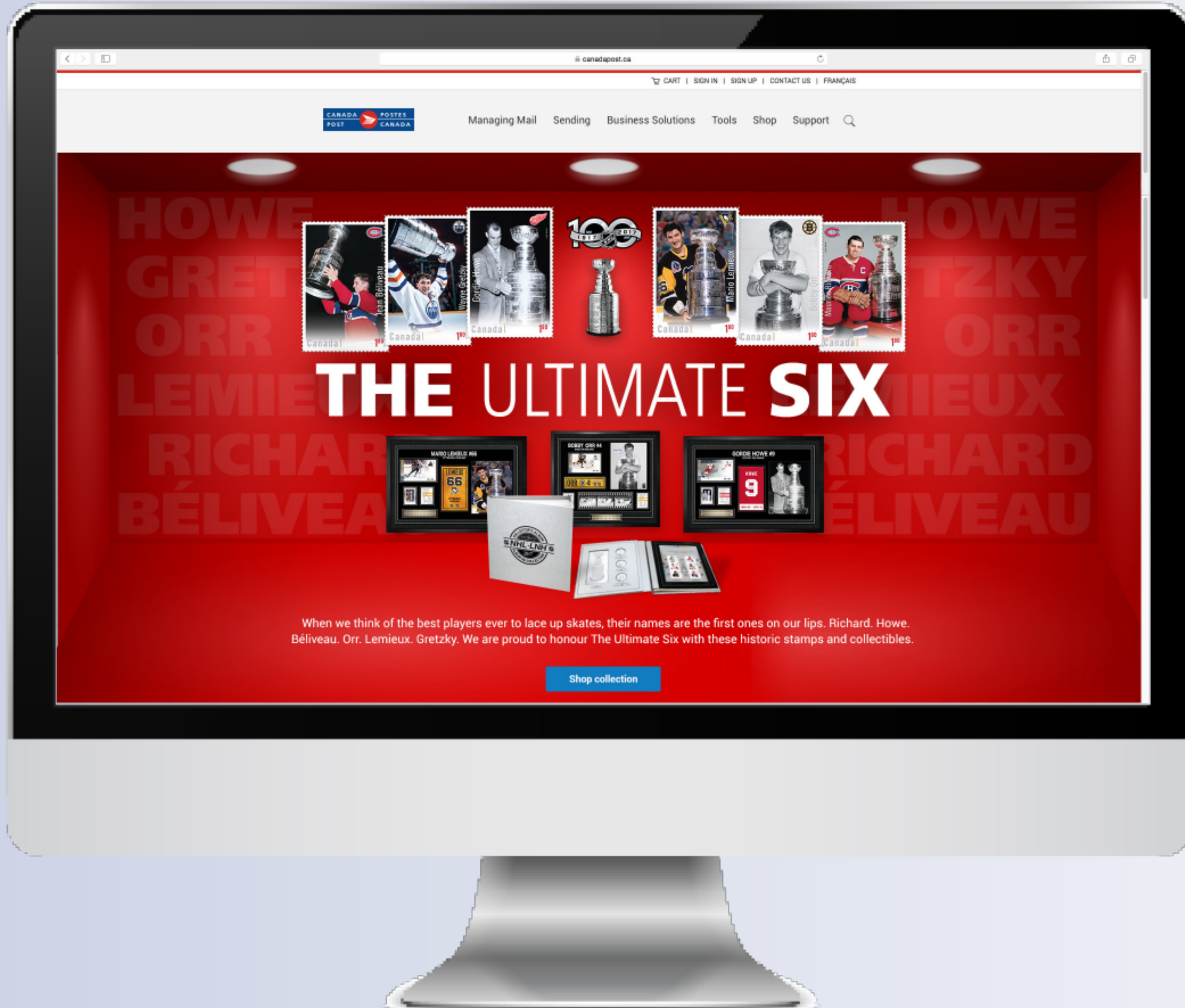
Velvet lined inlets, lit by recessed lights, showcase the players and the hero products. Below the header, the section modules are separated visually using frosted glass with laser-etched hockey graphics, mounted above the concrete wall our trophy case is built into.

I designed the site to be reactive when developed. Once the window resizes to a certain width, the layout switches to the mobile/tablet layout, scaling appropriately according to whatever screen it was on. Product images and module layouts changed from a horizontal layout to a vertical one.

100 YEARS OF THE LEAFS

This Leafs-centric line of stamps needed a showcase microsite that communicated the passion Leafs fans feel straight up front before moving onto product presentation. On a short timeline, faced with a lack of provided assets, the team convinced as many employees/fans as possible to show up to work with their Leafs' Jerseys. We did a quick photoshoot outdoors and ended up with a fantastic range of photos to choose from to visually sell all the emotions.







CELEBRATE 100 YEARS OF THE TORONTO MAPLE LEAFS®



For a century, Toronto hockey fans have given their hearts to the Maple Leafs. There has long been an unbreakable bond between those who wear the blue and white and those who cheer them on. Share your pride with these special stamps and collectibles.

[Shop collection](#)



AKENDI INC.:
INSURANCE INSTITUTE OF CANADA PARTNERSHIP –
DIGITAL CONTENT STYLE GUIDE [BILINGUAL] (APRIL, 2022)

The ask for this project was to take a long word doc and transmute it into an easy-to-digest PDF for employees of the Insurance Institute of Canada(IIC), complete with graphic elements, charts and images. We needed it designed in InDesign with an integrated Table of Contents that would dynamically update if a corresponding section header was changed. During the design process, care was taken to ensure enough space would be available to accommodate layouts for both English and French language versions.

The document itself is considered Confidential and for the Internal Use of the IIC only, so I won't be posting any of its contents here. However, if you would like to see examples of the layout and structure, I can definitely provide some via screenshare.