

ANDREW BOUCHIE

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EXPERIENCE.

October 2009 – Present / Freelance Art Director/Graphic Designer – Razorfish – Digital Agency

Assisted in idea and design creation for new business pitches and client presentations. Created design concepts for digital tactics. Brands include AXE, Tory Burch, Mercedes-Benz and Nextel.

October 2009 / Freelance Art Director/Graphic Designer – Victoria's Secret PINK – Clothing Brand/Interactive In-House

Handled interactive updates for on-going campaigns. Concepted and executed digital campaigns for mobile, vspink.com and the PINK fan page on facebook.

September 2009 / Freelance Art Director – DRAFTFCB – Advertising Agency

Brought on to assist in idea and design creation for a new business pitch. Developed core elements that would be taken across all media platforms.

November 2006 – December 2008 / Art Director – *MAP Magazine* – Miami-based culture publication (music, art, people.)

Helped build and produce *MAP Magazine* from conception. Formed the creative concept, overall design and individual layouts for the entire magazine, in print and online. Created magazine identity. Responsible for story ideas, themes of issues and magazine-related events. Acquired contributing illustrators, photographers and artist showcases. Generated industry recognition through relationships with notable artists and writers, galleries, museums and art fairs.

April 2006 – October 2008 / Art Director – POW! Inc. – Boutique Advertising & Design Agency

Handled projects from concept to completion for a wide variety of clients and media including print, web and video. Created and sustained client relationships while adhering to time-sensitive deadlines.

January 2006 - April 2006 / Interactive Designer – World Net Media – Multimedia Agency

Developed concept and design for large user driven/community-based websites. Designed, scripted and programmed flash animations for website tutorials and interactive advertisements.

December 2004 – Present / Art Director/Graphic Designer – Freelance Clients

Worked in concept and design. Developed websites, brand identities, brochures, outdoor signage, posters, flyers, advertisements, interactive presentations and interactive banner advertisements.

SKILLS.

Illustrator, Photoshop, InDesign, Flash, Dreamweaver, QuarkXPress, Final Cut Pro, Microsoft Office, Working knowledge of ActionScript, HTML & CSS.

Advanced skill in the fine arts. Understanding and knowledge in the history of design, typography, photography and art.

Highly motivated, organized, creative, resourceful and comfortable in fast-paced work environments and developing professional relationships. Lifeguard, CPR and First Aid Trained.

EDUCATION.

2004 / University of Miami,
B.F.A. Graphic Design/Illustration, Ceramics
Minor: Art History

SHOWS + EXHIBITIONS + AWARDS + ARTICLES.

2007 / *Confluence: A Collaboration*, Fredric Snitzer Gallery, Miami (Wynwood), FL

2006 / *My Digital God is Better Than Your God*, Midtown Design Studios, Miami (Wynwood), FL

2005 / "Young Artists Emerge: A display of beauty and design." *Arts + Sciences Magazine*. Spring Issue

2004 / *Shift+Apple+4* (screen shot) Exhibition. Coral Gables, FL

Best Design for Publication Award, Best Video Award. *Shift+Apple+4* Exhibition.

Miami Beach Cinematheque. Miami Beach, FL

UM Annual Juried Student Art Show, Lowe Art Museum, Coral Gables, FL

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BFA Exhibition, Coral Gables, FL

Byte-Sized Exhibition, Coral Gables, FL

2003 / UM Annual Juried Student Art Show, Lowe Art Museum, Coral Gables, FL