

ANDY WEISHAAR

AWARD-WINNING CREATIVE DIRECTOR, DESIGNER, FILMMAKER

CONTACT

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EDUCATION

- Indiana University
BFA, Industrial Geography
- Maine Media Workshop & College
PC, Collaborative Filmmaking
PC, Color Grading

SOFTWARE

- Illustrator // Photoshop //
InDesign // Premiere // After
Effects // Dreamweaver //
Davinci Resolve // Sketch // Invision
// Balsamiq // Flash // Keynote //
Mac OS // Windows

SKILLS

-  Art Direction
-  Design
-  Motion Graphics
-  Color Grading
-  Video Editing
-  Video Production
-  Digital Storytelling
-  Web Development

PROFILE

As an award-winning, multimedia creative director, designer and collaborator with experience inspiring creative teams to deliver their most innovative work for web/interactive/broadcast, Andy Weishaar has been a recognized leader in design, production and planning, crafting innovative solutions for Google, Starbucks Coffee Company, PepsiCo, NBC News and former NYC Mayor Mike Bloomberg among others.

EXPERIENCE

CO-FOUNDER & PRINCIPAL // BOXFORT DESIGN GROUP FEBRUARY 2018 - PRESENT // WASHINGTON, DC

A full-service digital studio comprised of in-house directors, designers and writers with a shared love of storytelling and a flair for classic design that focuses on original content creation.

- Responsible for creative development and production of original animated series, Sky-Law.

CHIEF CREATIVE OFFICER & PARTNER // CONNECTIONS MEDIA OCTOBER 2004 - FEBRUARY 2018 // WASHINGTON, DC

A Full-service digital agency specializing in public affairs for select advocacy, non-profit and corporate communication clients.

- Lead and managed all operational aspects of the Experience/Creative Department for the company and provide expertise around creative direction, schedules, budgets, production support, and presentation strategies for websites, brand identities, infographics, and animation and video projects.
- Controlled all stages of the campaign design process including concept, innovation, development and actualization, leveraging knowledge of target audiences to enhance client footprint and increase company profitability.
- Worked both internally with strategy, creative, technology, and delivery management teams as well as directly with client to create compelling, insight-driven digital experiences using a user-centered design process.
- Lead website redesigns resulting in audience growth, better user experiences, deeper engagement, lower bounce rates and more effective advertising.
- Grew company from 3 to 35 staff organization with an annual revenue of over \$6 million.
- Produced Award winning work for Mike Bloomberg, Bloomberg Philanthropies, NBC News, Pearson, Motion Picture Association of America (MPAA), Auto Alliance, Starbucks, Ethos Water, World Bank and W.K. Kellogg Foundation.

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AWARDS

2018 Webby Award Nominee
2018 Silver Pollie Award Winner
2017 Wintervall Film Winner
2017 Webby Award Winner
2016 AIGA 50
2015 Emmy Nominated
2014 AIGA 50
2014 Silver Pollie Award Winner
2014 Webby Award Winner
2013 Deadline Award Winner
2013 Webby Award Honoree
2012 W3 Gold & Silver
2012 Webby Award Winner
2011 Shorty Awards Finalist

SELECT CLIENTS

Anheuser-Busch
Anti-Defamation League (ADL)
AstraZeneca
Bloomberg Philanthropies
Doha Debates
Ethos Water
Google
JDRF
Major League Baseball
Melwood
Mike Bloomberg
Motion Picture Association of America (MPAA)
NBC News Education Nation
Pearson
Pepsi
Pew Research Center
PhRMA
Remodelmate
Sandyhook Promise
Save the Children
Starbucks
W.K. Kellogg Foundation
World Bank

DIGITAL CREATIVE DIRECTOR // MIKE BLOOMBERG FOR NYC

OCTOBER 2004 - NOVEMBER 2005 & JANUARY 2009 - NOVEMBER 2009 // NEW YORK, NY

New York City Mayoral Campaigns

- Designed, developed, executed and provided direction on all interactive creative solutions for NYC Mayor Mike Bloomberg's final two re-election campaigns including websites, online advertising, social and CRM.

ART DIRECTOR // MINDSHARE INTERACTIVE

NOVEMBER 1998 - SEPTEMBER 2004 // WASHINGTON, DC

An Interactive Communications Firm

- Oversaw team of interactive designers, responsible for art direction and concept creation for deliverables; design/develop websites, print collateral, identities, banner ad campaigns.
- Created company's first usability testing lab.
- Created wireframes and updated prototypes.
- Designed 1st Online Presidential Debate in U.S. History.
- Designed all site's from start to finish using clean hand coded HTML5, CSS3, Java.
- Conducted user testing of prototypes on a weekly basis.
- Designed print pieces, ads and visual identities.
- Developed detailed navigation flows, site maps, wireframes, and interface design / functional specifications.
- Created all banner advertising both static and Flash based.
- Eliminate reliance on outside contractors by designing and producing designs in-house.

REFERENCES

Available Upon Request