

Location Hong Kong (address TBC)	Telephone mobile : +44 7977 553 025 skype: andymassey	Email hello@andymassey.com
Nationality British	Date of Birth 20 September 1972 (age : 37)	Twitter andymassey
		LinkedIn uk.linkedin.com/in/andymassey

Personal Statement

My professional aim is simple: produce the most effective digital marketing through the application of well-considered strategy, analytical design, and appropriate technology. This approach requires an insight gained through practical knowledge. I've been in the digital industry since the very beginning, and my self-starting passion for the medium has given me both an intrinsic understanding of it and the experience required for delivery of projects – from formulating the strategic direction of online business through to the nuts and bolts of producing large integrated campaigns.

The results of my work speak for themselves: I was a founding director of Line, one of Scotland's leading digital agencies (Agency of the Year for the past two years) with a 100% client retention rate over 5 years, and I have won over 30 awards for both design and business marketing including a Revolution award and DADI Digital Individual of the Year. I also co-founded LongLunch, Scotland's most widely attended design industry events, recognised by Design Week as being one of the Top 50 Most Influential Institutions in British Design in January 2007.

I recently relocated to Hong Kong, and am looking to make professional contacts with like-minded practitioners, potentially for exciting opportunities to pursue together.

Employment

Precedent Communications	Creative Strategy Consultant	Jan 2009 - Feb 2010
Line Digital	Creative Director (equity partner)	Jan 2004 - Dec 2008
LongLunch (not for profit)	Founder / Finance Director	Nov 2002 - ongoing
Navyblue	Acting Head of Digital Senior New Media Designer New Media Designer	Mar 2003 - Dec 2003 Jan 2000 - Mar 2003 Nov 1998 - Jan 2000
Glasgow School of Art Dept of Graphic Design	Lecturer, Photography (part-time) Web Designer (part-time) Technician, Photography (part-time)	Oct 1997 - Nov 1998 Mar 1996 - Nov 1998 Feb 1996 - Oct 1997
University of Glasgow Hunterian Museum / Dept of Computing Science	Research Assistant (part-time) – Web Designer / Education Officer, Glasgow 1999: UK City of Architecture & Design	Aug 1997 - Nov 1998
Freelance	Photographer / Web Designer	Oct 1994 - Nov 1998

**Previous Clients
(selected)**

AEGON	Aquamarine Power	Bank of Scotland (HBOS)	Boudiche
BBC	Bright Grey	CCL Compliance	Craig & Rose
Dawsons Group PLC	Dixons Group PLC	Drambuie	The Drum
Edinburgh Int'l Film Festival	English National Opera	Filmhouse	Getty Images
Glasgow School of Art	IKEA	London School of Economics	London Stock Exch.
Miller Homes	MTV	Optical Express	Orange
Origin (now Atos Origin)	Royal Bank of Scotland	Royal London	The Scotsman
Scottish Equitable	Scottish Life	STV	Serious Fraud Office
Shepherd+ Wedderburn	Simplify Digital	Tennent's Lager	Top Gear
Todds Murray	UCA	Visit Scotland	Wood Group PLC

Expertise / Skills

Strategy and planning	Information architecture	Interface design	Usability
Accessibility	XHTML / CSS	Template integration	Organic SEO
Analytics interpretation	Email marketing	Project management	PPC

**Awards & Accolades
(selected)**

Winner - Digital Individual of the Year	DADI Awards	2007
Winner - Digital Agency of the Year	DADI Awards	2007
Winner - Best Website	DADI Awards	2007
50 Most Influential in British Design	Design Week New Year's Honours	2007
New Media Agency of the Year	The Drum (Design, Advertising & Marketing Industry Magazine)	2006
Winner - Best Use of Email	Revolution Awards	2004
Winner - Best Work in E-Marketing	Smart Awards	2003
Winner - Best Large Business	Winners at the Web (W@W)	2003
Winner - Best Website	Cream Awards, Scotland (Adline)	2003
Scotland's Marketing Elite	The Drum	2002
"30 under thirty" - Scotland's most promising talent	The Drum	2001
Highly Commended, Design category	Winners at the Web (W@W)	1999
Runner-Up, Web site category	Scottish Design Awards	1998
Shortlist, Letterhead	USA Design Awards	1997
Finalist	ADDYS, National (USA)	1997
Winner, Collateral	ADDYS, 7th District (South East Region)	1997
Jane Beehlar Memorial Prize	Annual Open, Picture House, Leicester	1995
Award for Innovation in Graphic Design	John and Anna Laurie Bequest, GSA	1995

Example URLs

Personal portfolio www.andymassey.com

An interactive compendium of my work done in Scotland over the last 15 years. It's a bit of a heavy load and currently only works in Firefox or Safari, but I wanted to have some fun looking back at what I've done.

Filmhouse www.filmhousecinema.com / email marketing

Responsible for the digital strategy, information architecture, design concepts, front-end build, and SEO of this leading independent cinema. Driven by a CMS, the client can control the monthly colour of the website.

Miller Homes www.millerhomes.co.uk / www.mymillerhome.com

My work for the UK's largest independent housebuilder has won over 14 awards for both its design and digital marketing strategy. £50m of sales were attributed to the site in 2003. Design unchanged for 7 years.

AEGON www.aegon.co.uk / www.aegonse.co.uk / digital guidelines / online ads

One of the four largest life insurance and pensions companies in the world. I was the information architect and lead designer for their two largest UK websites. Responsible for online application of brand identity, which is nominated for Best Online Branding at the Online Finance Awards 2008 (winner to be announced).

Education

Glasgow School of Art	Graphic Design (Photography) BA Honours - First Class (with Distinction)	Sep 1991 - Jun 1995
Loughborough Grammar School	4 x 'A' Levels - 2 x A, 2 x B 10 x GCSE - 9 x A, 1 x C	Sep 1985 - Jul 1991

Interests

I have a genuine interest in creativity, be it design, photography, film, or even just thought. I collect small pieces of modern product design (in particular classic portable CRT televisions) and contemporary photography, and enjoy attending lectures by designers and marketers - hence one of my reasons for setting up LongLunch when no-one else was organising events north of the border.

I am a keen wakeboarder and snowboarder (a prerequisite for a web designer?!), and like most people enjoy travelling. I try to go swimming a few times a week, but really know I should do more exercise.