

Andy Catterick

My key skills are in the management and production of 3D digital art, animation and interactive digital media whilst my design background is in architectural thematic entertainment retail. I have worked autonomously on many projects over all sectors, in over 12 countries. Using leadership and personnel management skills I built a highly published 3D visualisation team in London and then moved overseas to develop a team of young artists into a structured high end visualisation team in New York. This has led me to be profiled and my teams and my own work to be published on many occasions within the design press, national television and new media.

EMPLOYMENT

IOMEDIA, NEW YORK, 2007-2009

PRODUCTION DIRECTOR / SENIOR ARTIST

My role at Iomedia led me to lead, art direct and career manage a growing team of young 3D artists within the design development and marketing promotion sectors of architectural design visualisation. I additionally coordinated some efforts between external 3D consultants and a satellite office. Much of the work gained high publicity being featured across television and new media. Range of work included 15 minutes of HD animation featuring a major US sports stadium through to multiple 10,000 pixel wide images of New York City that were used by the city to leverage major planning decisions. As part of the development of the team I created an educational program, artist career development strategy, improved process and restructuring of the pool of artists into dedicated and structured teams to improve artist retention and development.

NOTABLE PROJECTS INCLUDED (ALL CONFIDENTIAL)

- New York Yankee Stadium, New York, Major US sports stadium, 85 animations (15min/HD), 35 HR stills.
- Las Vegas, mixed use casino concept development, 26 animations (12 min/SD)
- Singapore, Luxury casino, design development exercise to produce 15 HR still images over much iteration.

RTKL UK LIMITED, LONDON, 2001 - 2007

PRODUCTION MANAGER / ASSOCIATE

Having joined in late 2001 I built a digital content department from a one-man department up to a team of up to 10 3D artists working on multiple large-scale projects through all sectors. My work with RTKL was profiled and published on many occasions within the design and architectural press and I have been a contributor to many industry professional insight articles. I was involved in over 70 digital content projects through the duration of my employment with RTKL including 3D stills, animation, interactive media, real-time environments, blue screen filming and DVD authoring. My duties included initial marketing, proposal and fee calculation, and project/personnel management and project delivery.

NOTABLE PROJECTS INCLUDED

- Kuwait 360, Kuwait – 6 minute animation for a retail and entertainment complex. (Fee 100K+ ongoing)
- Palladium, Prague, Czech Republic – 6 minute animation for a city centre retail and office complex in the heart of Prague (Fee 60K)
- Park Place, Croydon, UK – 5-minute animation production for a mixed use, urban development including retail and office space (Fee 50K+ ongoing)
- Oxford Radcliffe Hospital, Oxford, UK - Interactive panoramics for 45,000 SM, adult head and neck centre, children's hospital and research laboratories

- Central Markets, Abu Dhabi, UAE - Visualisation of a central market redevelopment project. Includes hotel, retail, offices and a mosque.
- Coca-Cola, Brussels, Belgium – 3 minute animation for redevelopment of 30,000 SM corporate offices
- Alicante Train Station, Alicante, Spain - Animation production of a 45,000 SM Competition winning scheme
- Aqaba Lagoon, Dubai, UAE - Video production for a 10-year phased master plan for a major tourism driven development - includes 4 hotels, real estate and retail within a resort setting
- Omega, Warrington, UK - Real time games environment development of a master plan for a 286 HA science and technology park (Fee 65K+ ongoing)
- Blackpool - Interactive media for the concept design of a casino with regeneration of the surrounding area
- Printworks, Manchester, UK - Animation production for the pre-eminent European urban entertainment district
- Trade Forum-Eindhoven, Eindhoven, Netherlands – Concept visualisation for a 200,000 SM mixed use project

FREELANCE WORK, LONDON, T/A PERCEPTION NOTABLE PROJECTS INCLUDED

- Tank, Ralph Lauren / Uncle Sams, New York, New York, USA - Designer. Created and developed the brand identity and interior concept for a major new retail brand to be launched by Ralph Lauren worldwide

ARQUITECTONICA, ORLANDO USA / LONDON, 2001-2001 3D ARTIST / DESIGNER

Following my employer Entertainment Services through a corporate buy out process I joined Arquitectonica for a short period until the design group was relieved shortly afterwards.

NOTABLE PROJECTS INCLUDED

- La Defense, Paris, France - Concept illustrator/designer of a mid-rise mixed use commercial building in an urban site.

HOK - STUDIO E, (ENTERTAINMENT SERVICES), ORLANDO USA / LONDON, 2000-2001 LEAD 3D ARTIST / DESIGNER

Duties included thematic design of performance structures and environments, 3D illustration of design concept and animation of design concepts.

NOTABLE PROJECTS INCLUDED

- Santa Cruz Educational Complex, Lisbon, Portugal - Designer. 500,000 SF entertainment and Leisure Centre. Lead designer for special features including integration of water/landscape, lighting and performance structures from concept to detail design
- London Hippodrome, London, UK - Designer for an 80,000 SF prominent redevelopment of a major landmark building in the heart of Leicester Square
- Braehead, Glasgow, UK - Designer for a 334,000 SF interior entertainment and leisure centre; multiplex cinema, retail, restaurants, and family entertainment centre. Concept development, illustration and lead designer of special features and performance structures

- Toison D'or, Brussels, Belgium - Designer. Interior entertainment and leisure centre, 400,000 SF. Responsible for master concept creation and development, story and thematic narrative. Lead designer for special features including integration of water/landscape, lighting and performance structures from concept to detail design
- Can Drago, Barcelona, Spain - Designer. Urban entertainment centre. Concept development, illustration and design of special features and performance structures
- Kungens Kurva, Stockholm, Sweden - Designer for a 400,000 SF entertainment and leisure centre; multiplex cinema, retail, restaurants, and family entertainment centre. Concept development, illustration and design of special features and performance structures
- Las Rozas, Madrid, Spain - Designer. Entertainment Centre. Components consist of a multiplex cinema, restaurants, cafes, brand retail and shops, a family entertainment centre, and nighttime entertainment venues. Concept development, illustration and design of special features and performance structures

FREELANCE WORK, T/A PERCEPTION, LONDON 1999-2000 **NOTABLE PROJECTS INCLUDED**

- IDEO Product Development, British Airways - Designer/ Illustrator, 1999. Developed and illustrated concept for first class cabin environment
- TAG Aviation - Directed and produced digital video presentation for a major re-branding presentation
- McLaren Formula 1 / West Tobacco - Directed and produced a digital video presentation for a major re-branding and collaboration presentation
- Camel Trophy - Illustrated design concepts for a major new retail brand identity and interior
- Boots Group Plc - Illustrated design concepts for a major new 7-story shopping mall interior
- Blanco Fashion Retail, Valencia, Spain - Illustrated design concepts for a major new retail site

FITCH DESIGN CONSULTANTS LIMITED, LONDON 1996-1999 **CAD DESIGNER** **NOTABLE PROJECTS INCLUDED**

- Cyprus Popular Bank, Cyprus - Identifying master concept, producing presentation material through interior fit-out detail design
- Bank Slanski, Poland - Identifying master concept, producing presentation material through interior fit-out detail design
- Champion Sport, UK - Shop-in-shop retail concept. Identifying master concept, producing presentation material through interior fit-out detail design. Additionally creating an animated presentation video
- Statoil Petrol International, Sweden - Forecourt retail. Identifying master concept, producing presentation material through interior fit-out detail design. Additionally creating 15 minute 3D animation presentation video
- Coca-Cola Schweppes, London, UK - Promotional animation sequence video for the board of CCSB to demonstrate branding opportunities within a retail environment
- Harlequin International, London, UK - Shop-in-shop retail. Identifying master concept, producing presentation material through interior fit-out detail design
- UCI Multiplex Cinemas - Blanchestown, Ireland, Cardiff, Wales, Huddersfield, England, Surrey Quays, London, England, Basildon, England, Trafford Park - Manchester, England, Whiteleys -

London, England, Cinesa - Barcelona, Spain, Multikino, Poland, Frederik Ebertt Strasse - Hamburg, Germany, Othmarschhen - Hamburg, Germany

EDUCATION

London Guildhall University (Rhodec) Interior Design

AWARDS

London Hippodrome Redevelopment 2000

HeronCity Las Rozas Architectural Show/Lighting 2000

PRESS AND CONTRIBUTIONS

Evermotion.org
Building Design
Property Week
Design Week
Architects Journal
Evening Standard

SOFTWARE

3ds Max
V-Ray/Brazil
Adobe Graphics Suite, Photoshop / Illustrator / After Effects / Dreamweaver / Flash / Premiere
AutoCAD
Ashlar Vellum, Graphite
ArchiCAD

Older 3D Apps –Alias, Pro Engineer, Solid Works, Form-Z, Presenter Pro, Amapi, Working Model.

HARDWARE

Specification / management of 3D workstations
Specification / management of dedicated render farm
Mac/PC experienced