

**Andy McIntire**  
**706.201.2279**  
**AndyMcIntire@gmail.com**  
**www.FallowFields.org**

Please browse imagery online  
[www.FallowFields.org](http://www.FallowFields.org)

As a contractor, I provide creative content, including script and concept development, copywriting, animated and interactive design, illustration and interface design. I specialize in communicating complex and abstract information in an accessible, engaging and memorable way for educational and marketing purposes. Freelance and contract clients have included World Airways, CitiGroup, Volvo, American Cancer Society, Staywell Custom Communications, the National Fatherhood Initiative, and the Developmental Therapy Institute.

I am currently a senior interaction designer with the user experience team at Sage Software, developing explanatory animated demos intended to promote user retention through product awareness.

For over six years, I worked for a leading online banking company, Digital Insight, Inc. My primary duties included development of custom Flash-based promotional campaigns and web designs based on client feedback and consultation. I also conducted usability analysis for our team.

I have also proposed, designed, and taught adult learning courses for four years through University of Georgia's Continuing Education.

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**Objective:**

Multimedia communication

**Education:**

B.F.A. Digital Media and Animation, Interdisciplinary Studies  
University of Georgia, June 1996. GPA 3.74

**Skills:**

- Conceptual development, script and copywriting, presentation
- Adobe Photoshop, Flash, Illustrator, After Effects
- Design and wireframing, html, css
- Illustration
- Excellent personal and communication skills, works well in group dynamics
- Strong work ethic, takes ownership of tasks and works well independently
- Analytical and organizational ability

**Experience Overview:**

- Sr. Interaction Designer, User Experience Team, Sage Software  
December 2010-present
- Contract creative development, July 2005-present. Clients include Volvo, Citi Group, World Airways, American Cancer Society, CDC, Staywell Custom Communications, National Fatherhood Initiative, Developmental Therapy Institute
- Contract Flash animator, designer, Staywell Custom Communications, October 2007-April 2008
- Web designer, Flash animator, promotional campaign developer, Digital Insight, Inc.  
February 1999-July 2005
- Adobe Photoshop Instructor, University of Georgia Center for Continuing Education,  
1997-2001

**Honors:**

- Graphic Design, Lucero Journal of Iberian and Latin American Culture, UC Berkeley, 2003
- CGW Magazine 25 Year Retrospective feature, January 2002
- Computer Graphics World Magazine portfolio feature, October 1998
- Publication and presentation, Siggraph, 1998
- Album cover design for Steve Roach, 'Slow Heat', 1998
- Golden Key National Honor Society member, 1996
- Graduated 'Magna Cum Laude', UGA 1996
- Hope Scholarship recipient, 1994-96
- Student Government Association, Sophomore Senator; 1992-93
- Honors Program, Dean's List

**Charity and Volunteer Work:**

- Executive producer of classic children's song art and music project, October 2009-present
- Initiated and carried out homeless veteran rehabilitation activity, 2004-2006
- Youth supervision, Project Healthy Grandparents, Athens Community Council on Aging
- Organized and taught YMCA juggling classes and demonstrations, 2004-05
- Co-organized charity fund raiser benefiting the Red Cross and Habitat for Humanity, 2003-04

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**Experience Details:**

**Sr. Interaction Designer, User Experience Team, Sage Software**  
**December 2010-present**

Develops explanatory animated demos intended to promote user retention through product awareness.

**Contract Creative Development**  
**July 2005-Present**

Provides creative content, including script and concept development, copywriting, animated and interactive design, illustration and interface design. Specialization in communicating complex and abstract information in an accessible, engaging and memorable way with reinforcement of brand identity. Freelance and contract clients have included Volvo, World Airways, CitiGroup, American Cancer Society, Staywell Custom Communications, the National Fatherhood Initiative, and the Developmental Therapy Institute.

**Contract Flash animator and designer, Staywell Custom Communications**  
**October 2007-April 2008; 6 month W-2 in-house contract position**

Worked with medical illustrator, developer, and clinical team to develop scripts and animate medical consumer education content. Designed UI elements and web pages.

**Web Designer, Flash animator, promotional campaign developer, Digital Insight, Inc.**  
**February 1999-July 2005**

Consulted clients to develop custom web site designs, animated splash pages, and promotions for online banking. Developed internal training and sales presentations. Designed interface, branding, and promotional elements, including wire frames for organization of content and navigation, hand coding html, JavaScript, and css/xhtml standards. Collaborated with project managers and development team to deliver final designs to client satisfaction. Participated in regular design critiques with design team members and conducted/presented usability research.

**Adobe Photoshop Instructor, University of Georgia Center for Continuing Education**  
**1997-2001**

Proposed, designed, and taught beginner and intermediate-advanced courses in Photoshop. Developed an online syllabus with exercises and supplemental instruction. Two courses were taught consecutively over five-weeks on a quarterly basis for four years. Enrollment ranged from 10-20 students per class.

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References available upon request.