

ANDREW OLLEY

thevalianteast.com | andrew-olley.com

ART DIRECTOR | MOTION DESIGN | IDENTITY

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2020 SHOWREEL

<http://www.thevalianteast.com/#/2020-showreel/>

SKILLS & SOFTWARE

Art Direction, 2D & 3D Motion Design,
Graphic Design, Editing, Concepting, Pitching

Adobe CC (After Effects, Premiere, Photoshop, Illustrator,
Lightroom, Indesign) Maxon C4D

EDUCATION

Multimedia Design BA Hons North East Wales Institute
1997-2000

Film & TV/Animation OND, HND Wrexham School Of Art
1987-91

AWARDS

Art Direction
'Finest Monster Movies' (Hallmark Channel)
Best Special Event Promotion - 2012 Promax Europe - Silver

Visual Effects
'Don't Bottle it Up' (British Forces Broadcasting Service)
Best Public Service Announcement - 2012 Promax Europe - Gold

Senior Design
'ABC News' (ABC News)
**Art Direction & Design: Image Campaign - News -
2011 PromaxBDA Design Awards World - Bronze**

Art Direction
'FA Cup Idents' (ESPN)
**Art Direction & Design: ID - Sports
- 2011 PromaxBDA Design Awards World - Silver**

Art Direction
'INDY Christmas' (Canal+)
Seasonal Event Program Spot - 2010 Promax World - Silver

Art Direction
'ESPN It's Great To Be Here' (ESPN)
Best Sports Program Spot - 2010 Promax World - Silver

Art Direction/Motion Design
'Criminal Intent/SVU' (Hallmark Channel)
**Best Use of Typography - 2007 Promax Europe - Gold
Drama Program Promotion - 2007 Promax World - Gold
Best Use of Typography - 2007 Promax World - Silver**

Channel Branding/Motion Design
'Movies 24' (Sparrowhawk media)
Broadcast Networks ID Campaign - 2007 Promax World - Gold

Art Direction/Motion Design
'Hallmark Essential Fridays' (Hallmark Channel)
Daypart Packaging Promo Campaign - 2007 Promax World - Bronze

Art Direction/Motion Design
'Spice Extreme' (Playboy Networks)
Cable Channels & Networks ID - 2007 Promax World - Bronze

STATEMENT

I am an art director, director, graphics and motion graphics designer with 20 years of experience working with numerous broadcast, corporate and retail clients, developing brands, communications and experiences through multiple media. I value an innovative and lateral approach to problem solving with a keen commercial sensibility and am comfortable working across broadcast, online, retail, exhibition and outdoor spaces, employing a multi-disciplinary approach to communication and content creation.

I have detailed knowledge of most major software packages (Adobe CC, Cinema 4D). I concept, edit, design, write, shoot and animate to a high standard and gain most satisfaction in solving a clients problem effectively - whether that be a 10 minute bells & whistles sales reel or a simple piece of pure logo design.

I devote my spare time to my art practice, working predominantly with analogue image making and installation.

WORK EXPERIENCE

CREATIVE DIRECTOR/FOUNDER

The Valiant East/ 2012 -Present

I founded The Valiant East after 12 years working in broadcast branding and motion design in Soho, London. I wanted to diversify my skillset and client list, working across traditional broadcast, exhibition design, event work and identity design

- 8 years ongoing providing creative services to Glory, the world's premier stand-up combat league. Work included monthly promo make, OSP's, sales reels, and feature content for all live shows
- Sales communications for Wildstone, the UK's market leaders in outdoor advertising, including 'The Curve' the iconic outdoor screen in Picadilly Circus
- Communications and live show content for TIGI, a fashion-centric haircare and salon brand created by British stylists Toni & Guy and a division of Unilever.

ART DIRECTOR

bda creative / 2000-2012

During my 12 years at Bruce Dunlop & Associates in Soho, London I developed my skills in broadcast branding and promotion, garnering multiple awards and launching many of the biggest channels in Europe and worldwide. As well as countless promos and branding campaigns I enjoyed a lead design role in the following projects -

- **SKY ITALIA** - platform launch
- **ESPN UK & ESPN America** - channel launch
- **Global TV Canada** - channel rebrand
- **Disney Cinemagic** - channel rebrand
- **ABC News Australia** channel opener design & animation
- **FX Channel** - channel rebrand
- **Virgin Media 3d Logo Animation** - art direction