

Curriculum Vitae

Ash Winch

address

21 Kneen Street
Fitzroy North, Victoria 3068
Australia

tel +61 (0) 450 088 848
email ash@ashwinch.info
url www.ashwinch.info

Profile

Specializing in Flash banners, with a focus on animation. Always striving for pixel perfection without compromising smooth-running work flows. Drawing on strong visual communication techniques to achieve maximum attention.

Experience

Aquent London, United Kingdom 2008-2009

Signed to Aquent talent agency throughout my time in London. I worked intermittently for a number of different agencies, including-

→ **Poke** www.pokelondon.com

HSBC, Orange, Yahoo & Yell.

Sapient Nitro www.sapientnitro.com

Kraft, Nike / Footlocker, AirAsia X & Tesco.

Feref www.feref.com

Universal Pictures, Twentieth Century-Fox, DreamWorks, Touchstone Pictures.

Clear www.makeitclear.co.uk

The Royal Parks.

Squint Opera www.squintopera.com.

Marlboro Cigarettes.

During this time I expanded my knowledge of Flash by working with platforms like EyeBlaster, EyeWonder & Flash Talking. Creating anything from simple banner ads to complex animated sequences for games or expandable HD flash video trailers. Learning new work flows, techniques and scripts every single day.

Syrup Nightclub Hobart, Tasmania 2008 - Present

Working closely with the club's head visual artist to create striking animations that appeal to the target audience. Helping promote the club through it's online presence. Including their own site and across a number of gig guide portals.

The Mercury Online Hobart, Tasmania 2006 - 2008

The Mercury newspaper's website is Tasmania's only online source for local breaking news. www.themercury.com.au is a part of the national News Ltd network. Designing and developing various Flash banner ads, simple .html pages and full screen Flash creatives. While often working independently, I would also work closely with their clients to find the best possible solution to a brief.

Curriculum Vitae

Ash Winch

address

21 Kneen Street
Fitzroy North, Victoria 3068
Australia

tel +61 (0) 450 088 848
email ash@ashwinch.info
url www.ashwinch.info

Education

TAFE Tasmania, Diploma of Graphic Design and Multimedia, 2002 - 2003

Skills

Proficient in Adobe CS4 Flash, Dreamweaver, Illustrator, Fireworks & Photoshop.

Basic Knowledge of After Effects.

Basic to intermediate comprehension of AS2.

Familiar with EyeBlaster, Eyewonder & Flash Talking adservers.

Comfortable with MAC & PC operating systems.

Referrals

Aquent London - Consultant

Chris Haslam

chaslam@aquent.com

+44 (0) 207 299 0248

Poke London - Site Manager

Kate Duckham

kated@pokelondon.com

+44 (0) 207 749 5353

The Mercury - Advertising Director

Mike Moffatt

(03) 62 300 665