



David Ross

Lecturer in Digital Media, Sound and Photography, Creative Director, Digital Designer.

David has 15yrs experience in digital design, web and e-commerce production and 8 years lecturing experience. He has excellent project and time management skills as well a strong creative, technical and editing skills. David comes from an arts background and combines traditional and digital techniques to produce strong, focused work with an emphasis on marketing and promoting clients' products, services or messages.

David has worked with clients as diverse as advertising and marketing agencies, TV production agencies, a major British airline, Edinburgh Council and financial services clients. Projects have ranged from web design and build, digital media design, multimedia design, 3d animation, TV adverts and photography. David has an excellent command of screen design, user interaction and digital design applications as well as expertise in video and sound production and editing. Experience in lecturing to diverse student groups, curriculum planning, delivery and meeting targets. Experienced people manager with very strong negotiation and mediation skills. Excellent communication and people skills. Skilled working in or leading teams of diverse people.

BA (hons) Drawing & painting Edinburgh College of Art

Post Grad Certificate in Multimedia Technology Napier University

Adobe Suite: Photoshop, Illustrator, After Effects, Dreamweaver, 3D Studio Max . . .



David Ross

Leadership & Organisation.

I am a strong team player as well as confident in leading courses. I have had to be extremely organised both in lecturing and in working for corporate clients to ensure meeting deadlines, delivering on quality and delivering within budget or departmental constraints. As part of a team within the School of Creative Arts I was practised at supporting teaching colleagues at short notice to take other courses, supporting the department by stepping in to other learning group situations as needed and acting as an ambassador for the department when teaching in external organisations.

During my time at Ayr College I took classes on a regular basis at a Psychiatric Hospital for patients and this provided an excellent opportunity to really focus on teaching students with very different needs (from serious psychiatric disorders to blindness). I really enjoyed this extra challenge and opportunity to teach students who could really make practical use of the subjects.

I am practised at setting course content, creating lesson and course plans, planning and undertaking student assessments and ensuring all students have completed learning objectives and deliverables to plan and by the deadline. I have well developed negotiation and mediation skills.

Prior to beginning to lecture I ran my own business for a number of years offering digital media and design solutions from photography to 3d modelling and animation. During this time I learned to be flexible, focused, outcome driven and aware of the importance of planning and organisation skills to complement creative ones.



Dumfries & Galloway College 2012 - 2014

- Lecturer in Digital Media, Photography & Sound Editing
- Creative Industries website design & development
Consultation | Design | Build

PT Lecturer in Digital Media Ayr College 2007 - 2011

- Lectured in multimedia, animation, digital photography and creative industries for 4 years. Still acts as industry expert for Ayr.
- • undertook all lesson planning
- • designed and delivered (within necessary parameters) a creative learning experience that met the course objectives
- • focused on using blended learning techniques to bring on and develop students from very different backgrounds and abilities
- David taught classes of up to 35 students and ran specialist classes in a Psychiatric Hospital. He is highly experienced in curriculum planning, setting and meeting learning targets, working with students of differing abilities, backgrounds and culture and engaging and bringing on students that other lecturers had found unmanageable. Excellent time management and planning skills, works hard to ensure continuing own professional development and creativity.
- David continued to carry out freelance web and multimedia projects during this role – see below.

Freelance Photographer 2012 -2015

Assorted freelance commissions from commercial to private work.

Freelance Digital Designer 2005- 2015

Assorted freelance contracts ranging from brand & site design to CG motion graphic sequences for the advertising industry.

IFA 2013

- Identity and brand design
- Web design and compliance
- Textual and content design

Greenroom Film 2006-2011

- TV Advert - Produced 20 second Photorealistic animation sequence for 'John Adams Electromag' Children's educational toy . Involved Client liaison, conceptualisation, storyboarding, Cg modelling, animation – including camera work, editing then final rendering.
- Created animated ident for TV advertisement company.
- Created and edited numerous animations for Greenroom clients (contracted by Greenroom) including Scotsman, DFS, Forrest Furnishings and Standard Life.

Wordsworth Programme 2005 - 2012

Worked in partnership with one of the top Speech & Language Therapists in Ireland, developing an e-learning application of the Wordsworth Programme (described below) and a web-based portal to support it.

The WordsWorth Programme is a multi-sensory approach for the remediation of Written Language Disorders (WLD). The programme is currently only in use in Ireland by circa 500 Speech & Language Therapists and Teachers who have been trained to use the WordsWorth techniques.

The application involves art directing, designing, building and editing motion graphic sequences in sync with a voice over and character/object design to create an e-learning package.

Capgemini 2008

Created a TV news broadcast for a financial services client project. Filmed on Green screen then added motion graphics (adobe after effects & 3D max - style based on bbc news 24). Designed, produced, edited and composited overlays.

Glenmorangie 2006

Product visualisation. Modelling, texturing, lighting and rendering of Glenmorangie 'Celebration pack'. Modelled carton, glasses, tongs, bottle, wooden frame, ice bucket etc textured with art render materials and Designs/ maps designs supplied by 'Jack Rodgers Design'.

Cordnet & SGD computer systems 2005

Involved in the development of the Cordnet brand and corporate website. Designed and built company website to reflect the SGI products that Cordnet vend and to attract the right market and customer segments. This included creating 3D models and graphics.

Scottish Technology & Collaboration 2005

Created corporate brand identity and web design strategy and launch animation (modelled in 3D max and rendered through pure) for STAC with a highly successful launch. This project includes most of the major technology Companies in Scotland.

Detritus – 3D Animated TV & Cinema advert & website 2000-2003

My previous company, Artoomedia introduced an integrated approach towards the development of an "anti-littering campaign" for Edinburgh City Council. This is a notoriously difficult message to get across, to a particularly resistant target audience. The solution was a campaign that was specifically targeted to appeal to the target audience (11-21 year olds), making use of appropriate cultural references and iconography. The key issue



was to design an anti-littering message that would not alienate the target groups but would, in fact, make it cool not to drop litter- a game like approach was the solution.

The project involved research (focus group, interviews, etc), brand, character and environment design, modelling and texturing, narrative and soundtrack design and sound, video and animation editing. Creation of CG animation that was tailored to be delivered both on television and cinema screen, design and build of web site with attention to both usability and accessibility issues. Television ads were broadcast on STV & in Lothian cinemas

Zoo Cinema 2003

Post production and edit of 3 promotional videos. Developed an animated advert to persuade the cinema audience to turn off their mobile phones. This was created (modelled & animated) in 3D studio max, edited in After effects and Adobe Premier.

BP 2002

Involved in the development of an in-house application for BP to promote their new Corporate Identity. This included 3D max modelling & animation, editing, soundtrack design and a voiceover.

West Lothian Council (WLC) & Cabtivate Promotions 2002

Involved in the development of a 50 second promotional animation for WLC. The animation was created in 3D studio max and was shown on the “Cabtivate” screens installed in some Edinburgh taxicabs.

Skills Summary

- Strong technical skills across multiple applications.
- Working to deadlines, working under pressure... getting the job done.
- Working with diverse teams, problem solving, mediation and negotiation skills.
- Great communication, marketing, targeting and people skills.
- Experienced in working with agencies (advertising, production and marketing)
- FS experience through agency work and direct (including Scottish Widows, Standard Life, IFA's, HBOS and RBS)
- Strong design skills crossing multiple channels
- Experienced in Brand Design for a diverse range of clients and budgets
- Experienced in producing digital designs that meet compliance criteria
- Skilled in integrating across digital and traditional design channels
- Creativity, professionalism, focus and determination.
- Loves the outdoors – walking, running, landscape photography.

Contact Details

Email; david@avidlight.co.uk

Ryefield House

Howgate Road

Roberton

ML12 6RS

Mobile; 07714105232

Home; 01899 850 515

www.avidlight.co.uk