

Andrew Rutter

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Principal Videographer & Video Producer

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Professional Summary

Experienced Videographer and Video Producer with 20+ years of expertise directing end-to-end video production, documentary filmmaking, and field cinematography. Proven track record of capturing complex narratives—from SSHRC-funded research and Indigenous cultural initiatives to institutional brand media—and transforming them into high-impact visual content. Expert in Sony/Cinema camera workflows, field lighting, location audio, and post-production in Adobe Creative Cloud (Premiere Pro, After Effects, Audition).

Skills

- **End-to-End Video Production:** Field videography, documentary filmmaking, lighting setups, location audio recording, interviewing, and narrative structuring.
- **Post-Production & Workflows:** Motion graphics, colour grading, audio mixing and sound design, Adobe Creative Suite (Premiere Pro, After Effects, Audition), digital asset management.
- **Creative Direction & Leadership:** Technical workshop facilitation, client and stakeholder management, media lab and studio operations, equipment management.
- **Digital Media & UX:** Visual storyboarding, digital platform optimization, user engagement, graphic design.

Experience

Principal Videographer & Producer (Contract / Project-Based)

What is Environmental Learning? | SFU, IEL | Surrey, Canada | 06/2024 – 07/2026

- Directed end-to-end field production, multi-cam lighting, and audio capture across 20+ educational video assets, expanding provincial outreach to regional educators across multiple BC school districts.

Survivor-Centered Visual Narratives | UBC, UVic | Vancouver, Canada | 10/2024 – 10/2025

- Produced and shot a multi-part SSHRC-funded documentary series capturing trauma-informed testimonies, delivering high-fidelity archival assets and digital media deployed nationwide.

Power of Art in Place | MOA, Belkin Art Gallery | Vancouver, Canada | 07/2024 – 07/2026

- Produced 13 location-based video assets for an interactive mobile tour app, driving public engagement and cultural representation across the UBC campus.

UBC Garden & Faculty of Education | Vancouver, Canada | 07/2025 – 07/2026

- Executed full-cycle video production for a 6-part Indigenous land-based learning series, promoting Indigenous knowledge and food sovereignty.

Lecturer, Video Production | AAU | Aalborg, Denmark | 08/2022 - 06/2024

- Designed and facilitated hands-on technical workshops in advanced cinematography, multi-track audio mixing, and Adobe Creative Cloud for 120+ undergraduate students annually.

Senior Lecturer | UCN | Aalborg, Denmark | 08/2010 - 08/2022

- Mentored 1,000+ students across 12 years in video production and post-production, leading real client projects from storyboard to final edit.

Media Lab Coordinator | UCN | Aalborg, Denmark | 02/2012 - 08/2022

- Produced, shot, and edited 200+ video assets for campus marketing and digital learning, while overseeing 200,000DKK in cinema camera gear inventories, studio lighting rigs, and edit suites to boost institutional engagement.

Freelance Digital Designer | Self Employed | Copenhagen, Denmark | 02/2002 - 08/2010

- Delivered end-to-end client projects spanning promotional video assets, custom UI/UX design, and client onboarding frameworks, accelerating CMS self-sufficiency and digital adoption for non-technical users.

Education

Senior Lecturer Assessment | Danish School of Media and Journalism | Aarhus, Denmark |
Qualified: 11/2017

Research & Development: *Addressing Disengagement*

- Engineered and deployed a multimodal video engagement framework optimizing cognitive load and viewer focus, driving a verified 35% increase in course completion rates across digital learning pipelines.

Research & Development: *Democratizing Digitization*

- Digitized analogue content into an interactive online media tool, leveraging digital asset design and flexible UX frameworks to enhance user engagement and collaborative problem-solving.

Bachelor | UCN | Aalborg, Denmark | Graduated: 04/2014

Dissertation: *Transmedia Storytelling*

- Developed a location-based interactive video project leveraging UX storytelling frameworks and spatial clues to incentivize real-world venue exploration through multimedia content.