

Ryan Andral

Technical Director, Partner at Secret Location

Toronto, ON, CA

Freshen up your new media projects with this award-winning technical director specializing in digital media and emerging technologies

As an award winning programmer and technical director, Ryan Andral has worked on a number of large integrated advertising campaigns and independent projects. His work has garnered many online awards including FWA's, as well receiving Digital Marketing Awards and Canadian New Media Awards (CNMA). His work has also been featured in publications such as MarketingMag and Communication Arts. In addition to his project achievements, he has been the recipient of the CNMA Programmer of the Year award for 2007 and was a finalist again in 2008. He has in past worked on development for websites, applications, and hardware development solutions for interactive displays and gestural user interfaces. As technical director for Secret Location he's been a driving force for pushing through new technologies and creating ideas to foster how we interact with one another. Throughout his career he has lead development for a number of Bell Fund projects including Crash Addicts and ZOS Interactive. In addition to this he is both an advocate for the Papervision3D engine at Flash conferences and an avid user and contributor. His work with 3D integration on the Flash platform makes his experience with our technical goals for this project ideally suited.

Keynote, Moderator, Panelist, Workshop, Host/MC

Information Technology and Services, Media Production, Computer Hardware, Audio Visual, Computer Software, Media - Online, IT Services/Consulting

Interactive Multimedia, Digital Media Design, Flash Media Development, New Media and Emerging Technologies

The Technical of Transmedia

In this talk, the process and tactics of delivering highly engaged flash narrative experiences will be explored along with strategic learning gained through specific case studies. By walking through several distinct, video and 3D animation heavy Transmedia projects, the audience will understand the distinct technical breakdown and workflow that made these projects massive audience success stories.

The Technical of Transmedia

FITC Toronto 2011

Sheridan College

Post Diploma, Interactive Multimedia

International Academy of Design and Technology

Diploma, Digital Media Design

Technical Director, Partner - The Secret Location

Secret Location is a new kind of integrated media company born from the dreams of talented artists, developers, and producers. Our goal at Secret Location is to create rich interactive and immersive entertainment properties, which are fundamentally cross platform in every aspect. Secret Location's mission is to produce highly inventive integrated creative solutions for advertising agencies, broadcasters and third-party film and television producers.

Recipient - Canadian New Media Programmer of the Year 2007

In 2007, Ryan won the Canadian New Media Programmer of the Year Award. The award was part of the Canadian New Media Awards, which are Canada's premier showcase of the remarkable digital media companies, projects, products and pioneers that are putting Canada at the forefront of the international mediascape.

Recipient - Gemini Award

In 2011, Ryan and the team at Secret Location won a Gemini Award in the category of Best Cross-Platform Project (Non-Fiction) for Storming Juno Interactive. The Gemini Awards honour the best in Canadian television as determined by members of the Academy of Canadian Cinema & Television and other industry professionals.

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