



ANDREW BLAIR
CONSULTING + DESIGN

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Bio

I am a senior full-stack developer with a graphic design background and over 25 years building software for some of the world's largest brands — much of it as a white-label contractor to agencies, the rest directly for clients.

I read a mockup the way it was meant, and because I think as a designer and a developer at once, I catch UX issues before they're built and suggest fixes designers want to adopt. When there's no designer on the job, I fill the gap without making it worse.

One senior person, end to end: full-stack mobile and web — back-end and front-end, iOS and Android — plus a hardware side most contractors don't have: firmware, electronics and light PCB design, for products and installations that sense, connect or react. My current focus is custom software for operations that make, move and monitor physical things: shop floors, fleets, field equipment, sensor networks.

I work as a lead, a team member or on my own; under NDA and the agency's brand when needed.

Specialties

Full-Stack Development: TypeScript end to end — React, React Native, Node.js and Postgres — for web, iOS and Android, desktop and CLI. Rust for web back-ends and embedded.

UX & Design: Former graphic designer. Turning business problems into flows and wireframes; art direction and collaboration with UI designers; catching usability issues before they're built.

Hardware & IoT: Firmware for microcontrollers (ESP32, RP2040) and microprocessors (Raspberry Pi); sensors and outputs; BLE, MQTT and cellular telemetry; custom PCBs and 3D-printed enclosures designed in Fusion 360.

AI: Where it actually helps, I assess it, prototype it and integrate it — and I'll tell you when it doesn't.

Selected Projects

Coca-Cola — Offline-first audit app for bottling plants. Auditors score health and safety on the floor with photos and GPS; it syncs when they're back online; admins get plant grades and roll-up reports.

Leon Lebeniste — QR-tracked manufacturing execution system for an architectural woodwork shop: mobile scanning at every step, desktop portal, imports from architectural software.

Wheels / Ryder — Fleet reporting dashboards for iPad, iPhone and desktop; a truck-sharing app that lets fleet owners earn from idle vehicles.

Knowledge Network — iOS and Android video player app for British Columbia's public broadcaster.

Children's Healthcare of Atlanta — Clinical web app supporting a specialised paediatric feeding clinic.

Billion Oyster Project — Field data-collection app for scientists and citizen scientists restoring oysters in New York Harbor.

Volkswagen — Interactive showroom kiosk integrating with in-car navigation to personalise each visitor's experience.

Multi-tower highrise development — Eight-screen touch installation for the sales centre.

Spruce Race Timing — Custom long-range RFID and cellular timing hardware with live results for outdoor sports events (co-founder).

Past projects for

- Adobe
- BlackRock
- Bright MLS
- Cancer Treatment Centers of America
- Children's Healthcare of Atlanta
- Coca-Cola
- Deloitte
- Disney
- Ford
- Holland America
- Honeywell
- Jordan
- Knowledge Network
- Mentor Worldwide
- Microsoft
- Nasdaq
- Natural Resources Canada
- Nike
- Orkin
- Princess Cruise Lines
- Ryder
- Sprint
- Staples
- Telus
- Under Armour
- Universal Studios Orlando Resort
- Vancouver Canucks
- Volkswagen
- Wheels
- World Health Organization

Employment

1997 TO PRESENT

ANDREW BLAIR CONSULTING & DESIGN INC.
President

Freelance from 1997, incorporated 2005. Custom software for operations that make, move and monitor physical things, and white-label development for agencies: full-stack web and mobile, UX, firmware and hardware. Direct clients and agency teams, startups to Fortune 500.

2014 TO PRESENT

SPRUCE RACE TIMING INC.

Co-Founder

Design and development of custom long-range RFID and cellular hardware and software: C++, electrical engineering, hybrid and native mobile apps, web. Race operations and training. Spruce times outdoor adventure sports — enduro mountain biking, snowboarding and trail running — with live results via custom environmental sensors. A few hundred events to date, hundreds of participants each — one-off races, multi-race series and club memberships.

APR 2005 TO FEB 2007

BLAST RADIUS

Senior Flash Developer

Architected and developed rich Internet experiences; project leader for Jordan, Nike and DirecTV. XHTML/CSS/JavaScript, PHP web services, Flash components.

MAR 2002 TO FEB 2005

THE RIORDON DESIGN GROUP INC.

Interactive Director

Costing, account management, project management; managed and directed the interactive department. Designed and programmed interactive sites and applications (ActionScript, XML, PHP, MySQL, JavaScript, CSS, HTML): rich Internet applications, websites and enhanced music CDs, largely for the arts and entertainment industry.

1999 TO 2002

CYBERPLEX, TORONTO

Interface Designer

Designed static and animated web content; programmed Flash interactivity; presented internally and to clients; the company's main Flash consultant and trainer.

1999

BIOGRAPHIX, TORONTO

Graphic Designer

Conceptualised and developed the CBC4Kids website and the CBC4Kids "Sound Like Fun" CD-ROM game for CBC; designed other websites.

Language

English: fluent, native

French: fluent

Spanish: semi-fluent

Education

Advertising Graphic Design, George Brown College