

Amanda Duncan Scribeasy Limited Founder: A Strategic Creative Leader in Digital Innovation & Storytelling

Amanda Duncan is a seasoned creative consultant, executive producer /technologist and educator. Drawing from over 30 years of experience (spanning VFX, animation, AI-driven platforms, product design, and public art), Amanda brings a unique blend of forward looking, artistic vision, technical expertise, and strategic leadership to projects at the intersection of digital media, AI, storytelling, and creative health, to drive forward innovation, community collaboration, impact and efficiencies.

Scribeasy.com, is an example of such projects - an AI-powered storytelling platform -a digital solution for education, healthcare, and cultural engagement.

Her expertise in AI-driven content, immersive experiences such as dentsu Seicho at Outernet London, positions her as a leader in digital transformation and creative research.

Key Strengths & Corporate Value

- **Strategic Innovation:** Proven track record in leading digital transformation projects, blending AI, XR, and creative media.
- **Creative & Technical Leadership:** Expertise in VFX, animation, AI-driven storytelling, and interactive content, with end-to-end project management experience.
- **Cross-Industry Collaboration:** Experience working with brands, museums, educational institutions, healthcare organizations, and public sector clients.

- **User-Centered Digital Experiences:** Focuses on engagement, accessibility, and neurodiversity in product design and content creation.
- **Commercial & Grant Success:** Secured Innovate UK funding and led creative consultancy projects for corporate clients, public health, and cultural sectors.

Industries & Roles of Interest

Amanda brings high-level creative direction, strategic consultancy, and digital innovation expertise to roles in:

- **Corporate Innovation & Digital Transformation** (AI, XR, content-driven engagement)
- **Creative Leadership** (Head of Digital Content, Creative Director, Innovation Consultant)
- **EdTech & HealthTech Solutions** (AI, storytelling, neurodiverse engagement)
- **Cultural & Public Sector Strategy** (Creative health, public engagement, AI-driven experiences)

Why Hire Amanda?

Amanda is a visionary problem solver and creative strategist who is proven to bridge art, technology, and impact-driven innovation.

Whether developing immersive brand experiences, AI-powered content solutions, or digital storytelling platforms, Amanda offers a bold, strategic, and forward-thinking approach and ability to source the best talent ensuring each project enhances audience engagement, accessibility, and commercial success.

She / her

Mobile: 07717358342

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[Linkedin](#)

Projects and Portfolio:

[Film/ CGI Examples](#)

[Mixed Media / Art Folio](#)

[School Superzones](#)

[Brunel Museum Artist In Residence](#)

DofE funded and [Southwark Health and Wellbeing](#)

[Community Workshops](#)

[Testimonials](#)

Education:

Masters Degree, [Royal College of Art, London](#)

Bachelor of Arts Degree, First Class Honours: 3d

Dimensional Design [Ravensbourne College of Design and Communication. London](#)

BTech Animation, [London College of Printing](#)

RSPH Level 2 Award In Supporting Behaviour Change
(Health and Wellbeing)

NHS Level 3 Health and Wellbeing Coach

Creative Publications/ Commissions:

Innovate UK Grant Funding (£84K): [scribeasy.com](#) Cultural
Storytelling Partners Analytics Dashboard (2020)

London Underground / Silver Jubilee Line: Commissioned
Artist: Dollis Hill Tube Station Pedestrian Subway (1995)

Out of the Dark - Ceramic exhibition 1998: Dan Kelly,
Elizabeth Fritsch, Janet Leach, The British Council:

Ceramic Artist in Residence, (2005) Kobe, Japan 1998

Zandra Rhodes, Piers Gough, (1995-2000)

Plymouth Council/ Edward Pond Architect: "The Armada Story" Pedestrian Tiled Subway (1992)

Employment:

Scribeasy Limited SME (2018 - January 2024) Director and Founder of an [AI platform](#) delivering services as a cultural provider facilitating STEAM programmes and creative research and consultancy for charitable, health, and cultural organisations.

Clients include:

LB of Southwark (Southwark Public Health team and SCHWEP Cultural Team), Cultural Provider for The Department of Education Half Term Holiday Schemes, Bizzie Bodies CIC

Parents Skills to Go CIC

Enfield and Redbridge Libraries

The Lottery, Arts Council and Art For All funded projects: The Stables Theatre, Artist In Residence, and project lead for youth opportunity a 6-week course "Create A One act play" and Set Design.

The Brunel Museum: Youth lead and Artist in residence a textile tunnel inspired by the story of the Thames Tunnel and archives (Testimonial)

[The Museum of British Folklore and UAL/ London College Of Fashion: Digital and Cultural Provider for the "Making Mischief "Exhibition](#)

Artsmiths Ltd July 2013 - April 2016 Founder and Director. An SME delivering creative direction, VFX and CGI animation for advertising and live events production: .

Clients include:

[The British Museum,](#)

MoreThan Insurance (VCCP Agency) - Animation director

DDB Gutenberg/Visa - Creative Director and Producer

VCCP, Publicis London,

The DSG Group Hangar Seven: End to end Creative

Direction and video production for Dixons- Creative Director for 100 Knowledge / How To Videos
C&A -Interbrand - Executive Producer and Direction of Roving Video Interviews
VCCP / "More Than Insurance": Creative direction for 7 animated commercials Miramax / Film director Claire Kilner "The Wedding Date": Creative Director for the Film Titles Sequence.
BBC "Holby City" Creative Director for the opening credit titles
Ben Hopkins Director; Film Poster Designer for "27 Uses for a Dead Sheep"
Icon Dance: Creative VFX /Video Direction

TAG London/ [Smoke and Mirrors](#) October 2009 - April 2013

CGI / VFX Executive Producer /Creative Director reporting to CEO, Steve Parish
Delivered end-to-end production, including staff recruitment /operations and account manager for clients including C4, ITV, Hyundai, VCCP, Fitch, Hangar Seven, Blue Hive

[Prime Focus Productions](#) London, December 2005 - November 2009

Commercials Exec.Producer and New Business/ Account director for Volkswagen, Tribal DDB (4 years)

[TAG World Wide/ Smoke and Mirrors:](#) January 2000 - November 2005 (5 years 11 months) Producer for creative print -CGI and retouching and digital content/CGI.

Teaching Positions:
[Imperial College:](#)

October 2024 - contributing speaker for a) MSC Communications module. Part of a new course designed by Professor Sara Rankin (specialising in neurodiversity).

[Bath Spa University College](#), - 0.5 Associate Lecturer

September 1995 - September 2000

Contributing as one of the core team of three women, Amanda helped develop and deliver the three years of the degree curriculum through to the final degree assessments. Her role covered all technical and practical aspects of ceramics [manufacturing, glaze and chemistry formulation, studio pottery, and entrepreneurship, alongside weekly student pastoral support and mentoring].

[City Literary Institute](#) London: September 1996 - July 2001

Ceramics Tutor at Diploma and Further Education Level
Amanda contributed to both teaching and developing the curriculum for weekly adult evening classes and termly modules for the Diploma course, including Photoshop and surface pattern / digital design, Design for Public Art and glaze formulation.

[University of Brighton](#): Termly Part time September 1995 - September 2000

I developed and delivered yearly practical skills covering all aspects of studio pottery, ceramic manufacturing, glaze (chemistry) formulation, innovation and entrepreneurship, alongside student pastoral care and mentoring /developing their degree project and final show.

[West Herts College](#): Termly Part time September 1997 - September 2000 teaching business and entrepreneurial skills for ceramics students

Ravensbourne School

Art /Ceramics Teacher - O' and A' Level

September 1987 - July 1991 (3 years 11 months)

Bromley, England, United Kingdom