

ADAM LAMARTINE

Art Director // Visual Design & Motion Graphics

EXPERIENCE

August 2015 – April 2016

The Meredith Vieira Show, NBC Universal, New York, NY // Graphic Artist

Designed and animated graphic elements for in-show broadcast. Worked within established show package and look to produce additional elements for post-production needs, promotion, and field pieces. Asset and file management in Chyron and EVS workflow.

March 2014 – August 2015

Offerpop, New York, NY

// **Creative Director**, Jan. 2015 – Aug. 2015

// **Design Manager**, Mar. 2014 – Feb. 2015

Led the in-house creative team to establish a full corporate brand, style guide, and all corporate materials. Established essential design infrastructure and workflow. Supervised and project managed two Jr. Designers.

Owned all aspects of corporate website visual direction, design and content updates, maintenance, and management of external development team. SEO strategy and execution.

Supported marketing initiatives with design of ebooks, case studies, webinars, emails, sales sheets, paid ads, event collateral, etc. Routinely surpassed campaign engagement goals.

Provided UX feedback and visual direction and design for product interfaces.

Clients: Johnson & Johnson, Avon, UFC, Marriott, AHL, Carolina Panthers.

January 2011 – March 2014

LivePerson, New York, NY

// **Art Director**, Mar. 2012 – Mar. 2014

// **Designer**, Jan. 2011 – Mar. 2012

Developed and managed corporate brand on a global scale. Led design for goal focused digital marketing campaigns, corporate materials, client projects, and video graphics.

Maintained and updated design of corporate website, intranet, and external communities. Worked directly with developers and UX leads to consistently elevate quality of projects and digital properties.

Oversaw all motion graphic work. Produced animations through all stages of conception, scripting, storyboarding, design & animation, soundtrack/sound FX editing, and voice over recording. Produced openings, bumps, lower thirds and other graphics for internal and external video projects in collaboration with live action video editor.

Clients: Capital One, Chase, American Express, Verizon, SKY, Snapfish, Virgin Atlantic, AT&T, Bell Canada, Comcast, Time Warner, Microsoft, Ted Baker, and more.

March 2010 – August 2010

Meredith Corporation, New York, NY // Freelance Designer

Designed magazine spreads, direct mail packages, and established visual system for recurring adverts related to publications like *Family Circle* and *Better Homes and Gardens*.

September 2007 – February 2010

MediaTree, Parsippany, NJ

// **Designer**, Aug. 2009 – Feb. 2010

// **Production Manager**, Sep. 2007 – Feb. 2010

Marketing sales sheets and presentations. Website and landing page design. CMYK digital printing and production management. Art prep, color correction, scheduling. Supervised jr. employees.

CONTACT

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📍 Jersey City, NJ

SKILLS

Basic * Proficient ** Advanced ***

Photoshop	***	Wordpress	**
Illustrator	***	Microsoft Word	***
InDesign	***	Powerpoint	***
After Effects	***	Keynote	**
Flash	**	Photo editing & retouching	***
Cinema 4D	*	Client/executive presentation	**
CSS/HTML	**	Strategy	**
Muse	**	Social media	😊
Dreamweaver	**		
JIVE	***		

I also use a Wacom tablet.

EDUCATION

Art Institute at Lesley University, Boston, MA

// Bachelor of Fine Arts, 2006

School of Visual Arts, New York, NY

// Adv. After Effects, 2012

// Adv. Digital Retouching, 2007