

ADAM LAMARTINE

ART DIRECTOR | VISUAL DESIGN

lamartine.adam@gmail.com
adamlamartine.com

EXPERTISE

After Effects	Dreamweaver
AE Expressions	Microsoft Suite
Photoshop	JIVE
Illustrator	Drupal
InDesign	Salesforce Pardot
Cinema 4D	Marketo
CSS/HTML	Wordpress

ACHIEVEMENTS

**44TH ANNUAL NEWS &
DOCUMENTARY EMMY AWARD, 2023**
*Outstanding Technical Excellence,
NBC News Election Coverage*

TIER 2 NBC UNI G.E.M AWARD, 2022
Recognized by SVP, Design & Production

TIER 1 NBC UNI G.E.M AWARD, 2021
Recognized by managing Art Director

EXPERIENCE

NBC UNIVERSAL • New York, NY
Art Director May 2022-Present
Senior Designer Oct 2019-May 2022

Design and oversee all creative aspects of AR VR election experience utilizing 3D design in a real-time environment within Unreal Engine.

Design and oversee execution of 2000+ data-driven on-screen and wall graphics for NBC and MSNBC election coverage in 2020, 2022, and 2024. Concept and deliver scenic monitors for 10+ broadcast studios in multiple locations. Collaborate directly with senior executives, producers, and directors on continuing coverage needs.

Design liaison for third-party agency on rebuild of in-studio interactive app used by Steve Kornacki and other talent for live election data coverage.

Contribute to show launch concepts and redesigns including *The Today Show*, *NNN Top Story*, *Stay Tuned Now with Gadi Schwartz*. Build out broadcast package elements such as show opens, lower thirds, fullscreen templates, and studio monitors.

PAGE SIX TV • New York, NY
Senior Designer Aug 2017-August 2019

Launched and assisted in running graphics department of a nationally syndicated talk show. Art directed, designed and animated graphics for broadcast, editorial, promotional & social platforms in collaboration with executive producers. Managed junior designers and daily production.

NBC UNIVERSAL • New York, NY
Senior Designer Jun 2016-Aug 2017
Designer Aug 2015-May 2016

The Today Show

Designed and animated graphics for broadcast, studios, and taped pieces on nationally syndicated morning news program. Collaborated with art directors and producers on branding of over 150+ unique segments and special packages such as the Rio Olympics, 2016 Presidential campaign, Hoda's Morning Boost, and celebrity appearances.

The Meredith Vieira Show

Executed graphics in a variety of formats for broadcast of a live syndicated daily entertainment news show. Utilized show package to produce additional elements for promotion and editorial use.

OFFERPOP • New York, NY
Creative Director Jan 2015-Aug 2015
Design Manager Mar 2014-Feb 2015

Launched design infrastructure, asset and workflow operations, and managed junior design team and external development agency. Created and implemented corporate brand & style guide. Led visual design across all digital platforms and marketing collateral such as sales sheets, ebooks, case studies, and presentations. Provided UX testing and visual direction for product and platform interfaces.

(cont'd)

ADAM LAMARTINE

ART DIRECTOR | VISUAL DESIGN

References available at request.

EDUCATION

**College of Art & Design,
Cambridge, MA**

BFA, Graphic Design, 2006

**SCHOOL OF VISUAL ARTS,
NEW YORK, NY**

Adv. After Effects, 2012

Adv. Digital Retouching, 2007

EXPERIENCE (CONT'D)

LIVEPERSON • New York, NY

Art Director Mar 2012-Mar 2014

Designer Jan 2011-Mar 2012

Art direction and design for multi-disciplinary in-house creative services team. Developed global corporate brand and implemented goal focused design across digital marketing campaigns, corporate materials, and product interfaces. Designed and maintained all digital properties in partnership with developers and UX leads using CMS platforms. Produced multiple videos through all stages of production—including scripting, design, animation, and editing.

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

MEREDITH CORPORATION • New York, NY

Freelance Designer Mar 2010-Aug 2010

Magazine spreads, direct mail packages, and visual systems for recurring adverts related to publications like Family Circle and Better Homes and Gardens.

MEDIATREE • Parsippany, NJ

Designer Aug 2009 – Feb 2010

Production Manager Sep 2007 – Feb 2010

Marketing sales sheets and presentations. Website and landing page design and coding. Managed digital CMYK print shop that regularly surpassed quota goals.