WILLIAM ANDREW LAMORTE



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PROFILE Versatile graphic designer with over ten years of experience in developing creative and engaging digital and print designs for clients in a broad range of industries. Specializing in logo and icon design, brand identity, and illustration. Highly creative self-starter, passionate and meticulous with the ability to work well both alone or within a team. Able to take multiple projects from concept to completion while meeting tight deadlines.

EDUCATION PARSONS, THE NEW SCHOOL FOR DESIGN. New York, NY

Bachelor of Fine Arts Degree in Communication Design and Technology, 2010

EXPERIENCE BERLINROSEN. New York, NY

Digital Graphic Designer, 2022 - Present

Regular freelancer for PR & marketing firm, BerlinRosen. Designed engaging and on-brand social media ads, posts, stories, icons, display ads, and emailers for clients in the luxury real estate, B2C, advocacy, and non-profit industries.

- Designed the logo, visual identity, brand guidelines, icons, social media and print templates for a Downtown San Francisco revitalization project; Landing at Leidesdorff.
- Created top-performing designs for Eventbrite, in regards to engagement on LinkedIn.
- Created motion graphics and animations for use on social media and the web.

LAMORTE DESIGN. Reno, NV

Freelance Graphic Designer, Owner, 2010 - Present

Digital, print, and motion designer for multiple individuals and businesses in a broad range of industries conceptualizing and creating logos, icons, illustrations, business cards, ads, posters, apparel designs, brochures, web assets, social media graphics, motion graphics, and more.

- Clients include BerlinRosen, MiN New York, Vox Royalty, and Certis Oncology Intelligence.
- Representing the top 3% of talent on Upwork by quickly achieving "top-rated plus" status with a 100% success rate and five-star-only reviews.

URIPP HYDROGEN TECHNOLOGY. Stratford, CT

Chief Creative Officer, 2016 - 2022

In charge of setting the creative direction that aligns with the company's objectives. Created the company logo, brand identity, and brand guidelines while ensuring consistency across all company media.

- Spearheaded and lead the effort to join the equity crowdfunding platform StartEngine, resulting in a unanimous decision by their investment committee to accept URIPP onto their platform.
- Increased social media activity and followers by 85% by posting relevant content on various platforms, running ads, and bringing in traffic by outsourcing advertising and promotions.
- Designed all creative visual assets including, but not limited to; infographics, videos, pitch decks, web assets, motion graphics, and marketing & advertising.

STRATEGY STUDIO. New York, NY Graphic Designer, 2009 - 2011

SKILLS

Icon Design Logo & Brand Identity Illustration Motion Graphics Adobe Illustrator Adobe Photoshop Adobe After Effects

ALSO EXPERIENCED IN:

- Adobe InDesign, Premiere,
 Dreamweaver, Acrobat
- Figma
- HTML/CSS
- Asana & Slack
- Google Slides/Docs/Drive
- Canva
- · Microsoft Office