



LORI MEYER

Visual Experience Designer

PORTFOLIO

www.lorimeyerdesign.com

ABOUT ME

My name's Lori Meyer and I like to describe myself as a Visual Experience Designer because I'm passionate about creating amazing experiences for audiences through my visual graphics whether that be graphic design or motion design.

I enjoy working in advertising design and branding, as well as 2D and 3D motion graphics.

I'm an enthusiastic goof ball with a strong work ethic that works well with others, so let's chat!

SKILLS

Motion Design
2D Graphics
3D Graphics
Logo Design
Branding
Art Direction
Projection Mapping
Typography
Customer Service

SOFTWARE

Adobe After Effects
Adobe InDesign
Maxon Cinema 4D
Adobe Photoshop
Adobe Illustrator
Adobe Audition
MadMapper

INTERESTS

Music & Concerts
Netflix Marathons
Hiking
Traveling

SOCIAL MEDIA

LinkedIn, Instagram, Behance
@LoriMeyerDesign

CONTACT

585.764.3542
LoriMeyerDesign@gmail.com

EXPERIENCE

Freelance Graphic & Motion Designer *June 2013 – February 2016, May 2019 – Present*

Worked with Viking Social Agency creating social media motion graphics for Sony Entertainment as well as with small local clients designing on a variety of graphic pieces such as branding, logo design, and promotional prints for varying events and projects.

Tasks:

- Created social media motion graphics for Sony Entertainment movies and TV shows including cinemagraphs, memes, gifs, video editing, and video advertisements
- Created local brand identities for an engineering corporation, local cover band, jewelry artist, handyman etc
- Created print designs such as posters, menus, and signs for a local cover band, local restaurants, small events etc

Results:

- Increased awareness of client businesses through my designs and advertisements
- Built and strengthened relations with local clients

Motion Graphic Designer - Vancouver Film School *January 2019 – March 2019*

Created 'The Cube' as a motion graphics experiment in audio and visual experience design using projection mapping. This project tested my abilities in creative design, technical skills, and my ability to think and design using different perspectives.

Tasks:

- Art direction for target audience
- Designed and animated 3D and 2D assets using Cinema 4D and Adobe After Effects
- Edited audio using Adobe Audition
- Constructed installation of a 3 foot cube for projection surface
- Learned projection mapping software using program MadMapper
- Edited post production using color correction and color grading to create high contrast and consistency

Results:

- Fully functioning visual and audio installation experience
- Received social media attention on Instagram of the project process
- A creative industry worthy portfolio piece

Graphic Designer - Brandmuscle *February 2016 – February 2018*

Worked alongside Brandmuscle's partner company, Southern Glazer's Wine and Spirits to create print items that their clients (bars and liquor stores) needed such as signs, menus, and banners.

Tasks:

- Processed job requests into Brandmuscle's custom online tracking system
- Designed advertisements and menus while following specific brand guidelines
- Completed finances for printing materials and shipping costs
- Worked one-on-one with sales representatives to create the best impactful pieces

Results:

- Increased Southern Glazer's Wine and Spirits sales by providing multiple print options for their client's businesses
- Increased print sales for Brandmuscle by producing maximum amount of print designs each day

EDUCATION

Vancouver Film School *April 2018 – April 2019 Vancouver, BC Canada*

Diploma with honors in Digital Design with a specialty focus in Motion Design
GPA 4.0 out of 4.0

Rochester Institute of Technology *2011 – 2015 Rochester, NY 14623*

Bachelor of Fine Arts degree in Graphic Design
Minor in Advertising and Public Relations
Member of Dean's List for academic excellence 2011 – 2015.
GPA 3.54 out of 4.0