



# 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 motion design or graphic design.

I enjoy working in advertising, production, and branding by creating entertaining motion graphics.

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

## SKILLS

Animation  
2D Motion Graphics  
Advertising Design  
Logo Design & Animation  
Branding  
3D Motion Graphics  
Art Direction  
Typography  
Icon Design  
Projection Mapping

## SOFTWARE

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

## INTERESTS

Music & Concerts  
Netflix Marathons  
Hiking

## SOCIAL MEDIA

LinkedIn, Instagram, Behance  
@LoriMeyerDesign

## CONTACT

585.764.3542  
LoriMeyerDesign@gmail.com

## EXPERIENCE

### Optic Sky Productions - Full Time Motion Graphics Artist

March 2020 – October 2022 | Remote - Rochester, NY

Worked remotely with multiple Optic Sky Productions clients including Google, Amazon, Zillow, and more by creating entertaining motion graphics for different mediums like advertising, social media, events, animated lessons, and branding.

#### Tasks:

- Created 2D assets using Adobe Illustrator and Adobe Photoshop
- Animated 2D assets using Adobe After Effects for different mediums
- Worked with both video production and post production
- Created typography and motion graphics for events and conference screens
- Animated logos and helped create branding assets
- Animated user interface assets to create mock user interface flows

#### Results:

- Increased viewer attention through animated lessons for Accenture Academy
- Entertaining advertisement videos for popular companies such as Google and Zeplin
- Exciting trailers for internal company tv shows and events within Amazon
- Increased viewer attention at conference events using creative screen motion graphics
- New animated logos that both entertain client's users and create a visual brand aesthetic

### InFrame Designs Inc. - Freelance Motion Graphics Designer

February 2020 – March 2020 | Remote - Toronto, ON Canada

- Created motion graphics for the 2020 Canadian JUNO awards as part of the stage graphics for musician Ali Gatie's performance of his song "It's You"
- Created neon light animations and faux architecture scenes using Adobe After Effects
- Goal was to increase audience attention to the performance and increase entertainment (unfortunately the ceremony was canceled due to COVID-19 preventative precautions)

### Partners + Napier - Freelance Graphic Designer

February 2020 – March 2020 | Rochester, NY

- Created print graphics for different winery clients for the designers of the Vine team
- Designed event promotions, tasting notes, and sweepstakes pieces using Adobe InDesign and Adobe Photoshop
- Increased Partners + Napier's productivity and decreased delivery wait times

### Viking Social Agency - Freelance Motion Graphics Artist

October 2019 – November 2019 | Remote - Los Angeles, CA

- Created social media motion graphics for Sony Entertainment movies and TV shows
- Created cinemagraphs, memes, gifs, video edits, and video advertisements using Adobe After Effects
- Increased social awareness and interaction with Sony Entertainment's social media posts

### BrandMuscle - Full Time On-site Graphic Designer

February 2016 – February 2018 | Buffalo, NY

Worked with BrandMuscle's client 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 most 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  
Graduated with honors | GPA 4.0 out of 4.0

### ROCHESTER INSTITUTE OF TECHNOLOGY

August 2011 – May 2015 | Rochester, NY

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