

Adam Lourenco Fernandes

Graphic / Web Designer • adamlourenco.com

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EXPERIENCE

Junior Graphic Designer • Bustop

SEP 2024 – ONGOING • MIRQAB, KUWAIT CITY, KUWAIT

Designed digital and outdoor advertising campaigns for Boubyan Bank and its subsidiaries: PRIME youth banking and Nomo Bank • Refreshed vis. brand identity for Nomo Bank • Vis. brand identity, environmental design, and merch for Ras Salmiyah Performance Centre • Packaging, merch, digital and outdoor advertising for Broskis Deli and Jimmy's Smashburgers and Fries

Designer / Storyteller • Midwest Studios

JUL 2022 – JUL 2023 • INDIANAPOLIS, IN, USA

Part of a strategic team of Technical Storytellers • Highly specializing in apps, videos, and web content for various cutting-edge technology and Energy companies • Topics like Net Zero Carbon Sequestration and Hydrogen Production, advancing the global energy transition and climate change • Clients include GE, Rolls-Royce, and Plug Power • Wordpress design and management for Midwest Studios' website

Freelance Graphic Designer

ONGOING

Designed Eastwood Danso's e-commerce clothing store • Designed the logo and website for RIAC OSEPH, a studio art practice in clothing • Created the visual brand identity for The UIndy Saga, a historical archive of literature and the UIndy experience

Art Director • One14 Design Studio, University of Indianapolis

JAN 2022 – MAY 2022 • INDIANAPOLIS, IN, USA

Supervised and art directed a creative team in the development of logos for the International Toy Research Association's 9th World Conference • Social media strategy, art direction for Social Media and Google ads for ProAct Indy • Project Management

Graphic Design Intern • Matchbook Creative

JUN 2021 – AUG 2021 • INDIANAPOLIS, IN, USA

Designed book covers for McGraw Hill • Ideated and created digital ads for Matchbook's social media • Photography BTS of Matchbook for social media • Conceptualized and illustrated mascots for Achieve Virtual Education

EDUCATION

University of Indianapolis

AUG 2018 – MAY 2022 • INDIANAPOLIS, IN, USA

Bachelor of Fine Arts, Visual Communication Design
Bachelor of Science, Mathematics (Minor)
Summa Cum Laude, GPA: 3.9

PROFESSIONAL ACCOMPLISHMENTS

Global Scholar MAY 2022 • UNIVERSITY OF INDIANAPOLIS

Presidential Ambassador APR 2019 • UNIVERSITY OF INDIANAPOLIS

SKILLS

Capabilities

Visual Brand Identity
Art Direction
Web / UI Design
Photography
Motion Design

Software

Illustrator
Photoshop
InDesign
Figma
Webflow
Shopify
After Effects
Premiere Pro

AWARDS

Indiana Artist-Craftsman Award

APR 2021

Best of VCD Digital, Student Exhibition

APR 2021

UIndy Mary E. Gott Award for Excellence in Art

MAY 2020

Phi Alpha Epsilon

SEP 2019

Dean's List

FALL 2018 – SPRING 2022