



Adam Lourenco Fernandes

Graphic Designer • adamlourenco.com

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EDUCATION

University of Indianapolis

AUG 2018 - MAY 2022 • INDIANAPOLIS, IN

Bachelor of Fine Arts, Visual Communication Design

Bachelor of Science, Mathematics (Minor)

Summa Cum Laude, GPA: 3.9

EXPERIENCE

Designer / Storyteller • Midwest Studios

JUL 2022 - JUL 2023 • INDIANAPOLIS, IN

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
• Designed and managed Midwest Studios' website

Freelance Graphic Designer

ONGOING

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 • Interviewed and collaborated with authors, creating three book covers and interiors for Etchings Press

Art Director • One14 Design Studio, University of Indianapolis

JAN 2022 - MAY 2022 • INDIANAPOLIS, IN

Supervised and art directed a creative team in the development of logos for the International Toy Research Association's upcoming 9th World Conference • Social media strategy, art directed Instagram posts and Google ads for ProAct Indy • Curated and delegated design tasks amongst a creative team

Graphic Design Intern • Matchbook Creative

JUN 2021 - AUG 2021 • INDIANAPOLIS, IN

Designed book cover concepts for McGraw Hill, focused in academia and science • Ideated and created digital ads for Matchbook's social media • Captured and edited photos of Matchbook's work life for social media • Conceptualized and illustrated mascot concepts for Achieve Virtual Education

PROFESSIONAL ACCOMPLISHMENTS

Global Scholar MAY 2022 • UNIVERSITY OF INDIANAPOLIS

Presidential Ambassador APR 2019 • UNIVERSITY OF INDIANAPOLIS

SKILLS

Capabilities

Visual Brand Identity
Art Direction
Photography
Web Design
Print Design
Experiential Design
User Interface
Motion Design

Software

Figma
Illustrator
Photoshop
InDesign
After Effects
XD
HTML & CSS
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