ADAM CUTRONE

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AWARDS

- **6x New York Emmy Winner**
  for Art Direction & Producing for
  Table For All with Buki Elegbede
  Historical/cultural - Long Form Content (2023)
  Diversity Equity & Inclusion (2024)
  Magazine Program (2023,2024,2025 & 2026)
- **1x Mid Atlantic Emmy Nominee**
  for Graphics Excellence.
- **5x New York Emmy Nominee**
  for Graphics Excellence &
  as part of an ensemble.

RELEVANT SKILLS

- Adobe Creative Suite
- 14 Years Brand & Identity Experience
- 13 Years Experience Motion Graphics
- 6 Years Experience Art Direction
- Project Management with experience in Airtable & Slack
- Proficient in Book Design & layout
- Proficient in Apple iOS, Mac & PC
- On-Set / Production experience in broadcast journalism, scripted television and film including background work for Christopher Nolan's Dark Knight Rises & Martin Scorsese's HBO series Vinyl.
- Print Making: specifically silk screen, lithography & book binding.

Motion Designer
Good Morning America, Nightline, ABC News / Walt Disney Corporation

New York, NY (March 2023 - Present)

- Designs motion graphics environments for Good Morning America's fully LED set, creating bespoke graphics for various GMA segments and celebrity guests. I've designed these various sets for Sigourney Weaver, Meryl Streep, Michael B. Jordan, Stanley Tucci, Hugh Jackman and many more.
- Creates branding packages and supporting motion graphics templates within Adobe After Effects for on-going segments like Spotlight On Broadway, Earth Day, Favorite Recipes and more. Created bespoke graphics for Times Square LED displays when ABC was still in ownership of them in 2023.
- For Nightline regularly represented the department in editorial meetings throughout the day and managed the art direction of our four person graphics team and the expectations of our show director and senior producing staff. This included providing motion graphics for breaking news events and full episode takeovers. **Nightline's "Web of Danger" episode was honored with 2x Gracie Awards.**

Art Director & Motion Designer
NJ PBS • New York, NY (Jan 2019 - Nov 2022)(2024)(2025)
Graphic & Motion Designer • New York, NY (Sep 2014 – Jan 2019)

- **6x Emmy Award winning Art Director and Motion Designer** for the PBS affiliate for the state of New Jersey in two different broadcast markets.
- Led a team of four designers in maintaining the graphics needs for as many as six simultaneous broadcast productions and their digital, promotional & social needs in addition to accomodating breaking news.
- Created branding for various productions including ***8x Emmy Award winning*** food and culture series ***Table For All with Buki Elegbede***, Emmy nominated station flagship & nightly news program ***NJ Spotlight News*** and many more. *Led a rebrand for our flagship news program that directly influenced a more than 20% increase in overall ratings in 2019 including huge leaps in our 18-35 market demographic.*
- Art Direction of live political coverage & breaking news events, Various State-sanctioned Gubernatorial debates, Various Election Nights with live AP election results & digital coverage on our website & various social platforms.
- Created a project management system utilizing Slack & Airtable to accurately maintain timeliness, accuracy and expectations of the various broadcast shows we ran.

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Graphic Designer & Package Designer
NBC Universal • New York, NY (Nov 2022 - Dec 2023)

- Created Key Art for many NBC News podcasts & contributed to design campaigns for Trevor Noah, Rachel Maddow and CITI Concert Series Presented by TODAY Show
- Designed packaging assets for 2022 Meet the Press Documentary Film Festival including packaging for concession snacks, trading cards of notable MTP moments & the full event brochure.
- Designed TODAY show souvenir buttons handed out to guests and the crowds audience members that visited and took part in TODAY show broadcasts.
- Contributed to Westfield promotional campaign "SHOP TODAY" displayed throughout the entire Oculus at World Trade, NYC.
- Designed and maintained broadcast and social graphics used for promotion of NBC Universal content.

Brand Consultant & Motion Designer
Meredith Corporation • New York, NY (Dec 2020 – July 2021)

- Hired to consult with leadership on branding initiatives and built a series of motion graphics templates within Adobe After Effects to revitalize existing brands. These templates contained easily adjustable motion graphics assets for editors to independently produce sophisticated content while maintaining continuity.
- Designed new brands for People Magazine in addition to digital brands for Daily Paws, Meredith Corporation's pet and animal wellness social channel.
- Consulted on and built these new brands with animated opens, lower thirds and other working motion graphics.

Concept Artist & Graphic Novel Colorist
Sirk Productions • New York, NY (July 2012 - May 2013)

- Worked with director, executive producers and investors to create designs and fully rendered concept art collaborating with illustrators and 3D artists.
- Aided in the creation of creature and set design for independent films that helped secure multi-million dollars funding initiatives.
- Created large scale matte paintings used for backdrops for the client, Konami Games.

Graphic Designer & Videographer
Rutgers University • New Brunswick, NJ (Sep 2008- June 2010)

- Created Identity packages and promotional material for official University clubs and events like the identity & merchandise for the 2009 Rutgers Fest with headliners Pharrell.
- Co-Managed and contributed to the official student guide & planner: a multi-page organizer with detailed images and descriptions of all official Rutgers events, clubs and facilities. The planner was distributed and used by the entire student body each year.
- Shot and edited video for multiple events held around the Rutgers Campus.