

# ADAM CUTRONE

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## AWARDS

### • 2x New York Emmy Winner

for Art Direction & Producing for  
Table For All with Bukie Elegbede.

### • 1x Mid Atlantic Emmy Nominee

for Graphics Excellence.

### • 2x New York Emmy Nominee

for Graphics Excellence &  
as part of an ensemble.

## RELEVANT SKILLS

### • Adobe Creative Suite

• 14 Years Brand & Identity Experience

• 8 Years Experience Motion Graphics

• 5 Years Experience in Management  
& Art Direction for Broadcast

• Project Management with experience in  
Microsoft Teams, Airtable & Slack

• Flexible for remote, hybrid and/or in-office  
work environments & management.

• 3D Modeling experience with Blender 3D

• Proficient in Book Design & layout

• Proficient in Apple iOS, Mac & PC

• Graphic Novel Color Artist & Letterer

• Print Making experience: specifically silk  
screen, lithography & book binding.

## EDUCATION

### Bachelor of Fine Arts

### Graphic Design

Rutgers University

Mason Gross School of the Arts:

### **Motion Designer – ABC News / Walt Disney Corporation – New York, NY (March 2023 - Present)**

- Creates various motion graphics packages used on *GMA3 What You Need to Know*, the afternoon edition of *Good Morning America*. These motion graphics vary from animated branding and package graphics to elaborate digital backdrops for celebrity guests ranging from Jason Momoa, Brian Cox of *Succession*, Danny Devito and many more.
- Created identity and supporting motion graphics templates within Adobe After Effects for on-going segments like *Spotlight On Broadway*, *Earth Day*, *Favorite Recipes* and more.

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

- Designed assets for 2022 Meet the Press Documentary Film Festival including bespoke packaging for concession snacks, trading cards of notable MTP moments & the full event brochure.
- Created Key Art for NBC News podcasts and contributed to design campaigns for Trevor Noah & Rachel Maddow.
- Designed TODAY show souvenir buttons handed out to the iconic crowds that visit outside NBC studios.
- Contributed to promotional assets for SHOP TODAY brand displayed in the Oculus at World Trade, NYC.
- Designed and maintained broadcast and social graphics used for promotion of NBC Universal content and its various guests.

### **Art Director & Motion Designer – NJ PBS / WNET – New York, NY (Jan 2019 – Nov 2022)**

### **Graphic & Motion Designer – New York, NY (Sep 2014 – Jan 2019)**

- 2x Emmy Award winning Art Director and Motion Designer for the PBS affiliate for the state of New Jersey with 5 total Emmy nominations 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.
- Created branding for various productions including Emmy nominated station flagship & nightly news program NJ Spotlight News, 3x Emmy winning food & culture series *Table For All* with Bukie Elegbede and many more.
- Art Direction of live political coverage and breaking news events. Ran graphics of State-sanctioned Gubernatorial debates, live Election Night coverage with live AP election results & digital coverage on our website & various social platforms.
- Created a project management system utilizing Slack & Airtable to accurately maintain ongoing productions.

### **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.