

ADAM LORBER

Lead Designer/Art Director

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SUMMARY

Art Director and Lead Designer shaping strategy, visuals, and identities for brands of all sizes, from award shows to corporate brands to startups. Hands-on with design and art direction while overseeing teams, vendors, and the creative operations that help companies build and grow.

CAREER HIGHLIGHTS

- Direct and design high-visibility campaign creative and in-stadium graphics for Amazon Prime Video Sports, covering partnerships including the NFL, NBA, WNBA, NASCAR, and The Masters.
- Designed and art directed the visual identity for the 70th Emmy Awards, seen by over 10M broadcast viewers in 120 countries.
- Built and mentored a 4-person team, scaling production from 75 to 150+ projects annually.
- Drove 257% membership growth through strategy and art direction at the Television Academy.
- Led brand and creative direction for Fount and Inflection, where strategy helped secure \$12M in Series A funding and 100% Fortune 100 client renewals in 2025.

EXPERIENCE

Art Director III, Amazon Prime Video Sports | Culver City, CA (Contractor)

July 2026 – Present

Direct the creative strategy and visual execution for live sports content, digital channels, and marketing campaigns across the Prime Video platform.

- Design and scale a high volume of multi-format promotional assets, manipulating complex creative supplied by major networks and league partners into seamless on-brand graphics.
- Partner cross-functionally with Operations, GTM, and internal design teams to streamline asset trafficking and optimize the customer-facing streaming product experience.

Lead Design Consultant, Television Academy & Emmy Awards | Los Angeles, CA

February 2026 – Present

Returned as strategic consultant for 2026 Emmy season. Overseeing visual brand consistency, seasonal campaigns, and complex production logistics.

- Rebuilt Televise Festival logo system and master brand guidelines across 20+ touchpoints.
- Directing visual strategy and production materials for the 2026 Emmy season.

Lead Designer, Inflection | Remote

March 2025 – November 2025

Drove visual consistency and brand strategy for Fortune 100 health/wellness and tech platform serving 6 million+ users worldwide.

- Cleaned up identity after recent rebrand for main brand and six product lines.
- Designed deal-supporting decks, membership and client success material, and collateral that directly supported Fortune 100 contract renewals.
- Designed 400+ custom course graphics for complex wellness topics (elder care, divorce, infertility), improving visual cohesion across the Inflection platform.

- Redesigned member email journey, eliminating outdated branding and improving click-through rates and engagement metrics through hierarchy, typography, and brand cohesion.
- Partnered with product and engineering to scale visual consistency across web and mobile.

Independent Design Consultant & Lead Designer, The Kitchen & Revyrie | Los Angeles, CA

November 2023 – March 2025

- The Kitchen: Spearheaded global website redesign (35+ pages) and established a unified e-commerce and environmental brand experience.
- Revyrie: Created brand identities and comprehensive guidelines for an enterprise portfolio, unifying parent company architecture across four digital sub-brands.

Lead Designer, Fount | Los Angeles, CA

September 2022 – November 2023

First design hire at health/wellness tech startup. Built visual language and brand infrastructure from ground zero.

- Directed creative strategy for the Series A round, designing pitch decks that supported successful capital raises.
- Designed FDA-compliant packaging systems for FlyKitt and four supplement product lines, coordinating directly with overseas and local manufacturers.
- Oversaw website redesigns and an app buildout and launch, which achieved a 4.7-star App Store rating through collaborative UI design work with the engineering team.
- Produced a library of assets for web, social, and press through on-location art-directed lifestyle and product shoots.
- Reduced visual asset production costs by over \$50K by pioneering the early integration of generative AI tools into the creative workflow.

Freelance Art Director & Creative Lead, Various Brands | Remote

January 2012 – Present

Maintained independent creative practice throughout career. Designed branding projects, campaigns, concepts, and art direction for consumer brands and emerging startups.

- Notable projects include developing national OOH campaigns for **Lemon Perfect**, creating debut social concepts for **Chick-fil-A**, and art directing/shooting editorial photography for **Joe's Stone Crab's** 100th anniversary book.

Art Director, Television Academy & Emmy Awards | North Hollywood, CA

April 2006 – September 2022

Oversaw the design department, shaping the visual identity and creative direction for the Emmy Awards organization.

- Conceptualized and executed the end-to-end visual identity for the 70th Primetime Emmy Awards across global markets.
- Directed visual strategy for member acquisition, print and digital campaigns, and large scale environmental design for live events and galas.
- Established modern workflows and creative systems that doubled departmental output while overseeing vendor partnerships to scale production quality.

SOFTWARE

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro), Squarespace, HubSpot, ActiveCampaign, Asana, Notion, Keynote, Shopify, Cursor

EDUCATION

University of Miami – Coral Gables, FL
Bachelor of Science in Advertising