ANDREA LAI

SENIOR GRAPHIC & **MOTION DESIGNER**

I have a long-standing experience in the field of graphic design. My skills range from graphic design to illustration and animation (both traditional and digital). As a senior designer I have worked on important branding projects over the years, often introducing animation as an enhancing element in the project. Today as a freelancer I dedicate myself to projects of animation and motion design.

CONTACTS

- ✉ laimograph@gmail.com
- in linkedin.com/in/ndrealai
- ◎ @laimograph
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PORTFOLIOS

Animation:
vimeo.com/laimograph

Design:
andrealai.myportfolio.com

SKILLS

- Graphic design
- Branding
- Motion graphics
- 2D animation
- Web/UI design

TOOLS

Adobe Photoshop	●●●●
Adobe Illustrator	●●●●
Adobe After Effects	●●●●
Adobe Indesign	●●●○
Sketch	●●●●
Figma	●●●○

JOB EXPERIENCE

- **Freelancer** — 2021
  2D ANIMATOR / MOTION DESIGNER

- **Tribe Communication** — 2010 - 2021
  SENIOR GRAPHIC DESIGNER
  I worked on branding projects for clients such as Luxottica, Parmigiano R., Henkel, Pepsico, Swarovski, Ernestomeda, Angelini and many others.

- **Chisesidesign** — 2006 - 2010
  GRAPHIC DESIGNER
  I worked on branding projects for clients such as BPM, Vimar, Bruni Glass, Gentium

- **Urbanizer** — 2008 - 2010
  FREELANCE GRAPHIC DESIGNER
  Cultural association for urban projects, founded by the architect Luigi Brenna.
  I took care of every aspect of the association's visual communication and it's projects.

- **Hovofaber** — 2010
  FREELANCE GRAPHIC DESIGNER
  Communication agency, film production, events. I collaborated on some re-branding projects for Reda (brand Rewoolution) and Milano Fashion Institute (web design).

EDUCATION

- **CFP Bauer** — 2018
  ADOBE AFTER EFFECTS AVANZATO

- **Politecnico di Milano** — 2005
  LAURA MAGISTRALE IN DESIGN DELLA COMUNICAZIONE