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Justin Torrento

Summary of qualifications

- Nine years design and layout experience
- Seven years of web design experience
- Expert skills in InDesign (CS3), Photoshop, Illustrator & Quark 7.0
- Branding & promotional design
- Previously a manager of 30 employees
- Direction of over 50 photo shoots
- Freelancers and artists on call

Technical skills

- Macintosh — 10.5
- Print software
InDesign CS3
Photoshop CS3
Illustrator CS3
QuarkXPress 7.0
Powerpoint
Word/Excel
K4 and DTI CMS Systems
- Web Design/Construction
Fluent in HTML/CSS
Dreamweaver 8

Education

- De Sales University, Center Valley, PA
Bachelors of Arts, Political Science
History Minor, Art curriculum
- Quark, Photoshop & Illustrator classes
- Life Drawing courses at the Student's Art League

Awards

- Runner-Up, 2006 Folio Awards:
Best Media Kit, Trade Publishing
- Winner, Best Media Kit, 2007
American In-House Design Awards
- Winner, Best Logo, 2007
American In-House Design Awards

Personal

Typography, Photography, Web Design,
Mountain Biking, Running, Daddying

References furnished upon request

Consumer Reports Magazine, 6/08-present

Freelance Art Director

I assisted the Creative Director and Pentagram Design's Luke Hayman in the recent redesign of the 5 million circulation magazine. I design the cover and feature layouts for the magazine each month and direct photo shoots and commission original illustration.

M2 Communications, 4/07-4/08

Creative Director

Pharmaceutical agency M2 was previously outsourcing all their creative, so I constructed an efficient creative department of procedure and design guidelines. I designed each print and interactive project, and hired freelancers for assistance. I created campaigns consisting of up to ten components, including invites, monographs, brochures, ads, packaging, HTML emails and interactive aids. Clients such as Eli Lilly, Merck, GlaxoSmithKline and Boehringer Ingelheim were satisfied with our work. **Laid off 4/30/08**

SourceMedia (Thomson Media), 8/03-4/07

Creative Director (promoted from Art Director & Sr. Art Director)

For this large B-to-B publishing company, I oversaw all day-to-day operations of the magazine and promotional design departments, comprising several Art Directors and up to 200 print and online promotional projects. I redesigned nearly ten magazines, trained and tutored more than fifteen Art Directors, and won 4 design awards. Fluent in HTML, I initiated our email blast program. I directed more than 50 photo shoots and regularly commissioned original illustration. I oversaw an annual department budget that included technology purchases, vendor invoices, continuing education and salaries. **Promoted twice**

Freelance Art Direction, 9/01-8/03

Passport Magazine, Flyer Magazine, Princeton Healthcare Media

For two years, I freelanced magazine design and layout for 3 companies. For *Passport*, a gay travel monthly magazine, and *Flyer*, a monthly nightlife guidebook, I made the most of tiny art budgets by purchasing stock photo CDs and contacting tourism bureaus and PR agencies. I also assumed all production duties, troubleshooting and preflighting ad files, and created press-ready PDF files for the printer. I redesigned *Passport* in June 2003, and designed and constructed *Flyer's* web site in August 2003.

Nature Publishing Group, 5/99-8/01

Senior Production Editor

I composed magazine layouts in QuarkXPress and designed charts in Illustrator for a monthly science journal, *Nature Biotechnology*. Managing workflow and trafficking author proofs, I constructed Quark templates for launches and re-designs, and created style guides for consistent layout. After one year, I was promoted, overseeing the work of three Production Editors. **Promoted**

Reed Elsevier, 7/97-5/99

Assistant Editor

For two years, I wrote and edited hotel accommodation descriptions and created advertisements in Quark for *The Official Hotel Guide*.