

SUMMARY

- Twelve years graphic design experience; ten years web design and development experience
- Insightful design lead and employee manager
- Expert skills in HTML, CSS, Photoshop, Illustrator Flash, InDesign & mobile web design
- Strong writing, presentation and client management skills
- Hundreds of photo shoots and original illustrations commissioned

TECHNICAL SKILLS

Design: Expert typography skills, Photoshop, Illustrator, InDesign, Flash, QuarkXPress, Mac & PC

Development: HTML, CSS, Javascript, JQuery, WordPress, Firebug, ActionScript, Strong SEO Results

Administration: Powerpoint, Word, Excel, Keynote, Pages, Numbers, InCopy

CAMPAIGNS/CLIENTS

Ford, Verizon, Eli Lilly, Consumer Reports, Magnum, Cymbalta, Zyprexa, Merck, Sanofi-Aventis, GlaxoSmithKline, Rickey Smiley, Russ Parr

EDUCATION

Bachelors of Arts, Political Science, History Minor, Art curriculum

De Sales University, Center Valley, PA

Photoshop, Illustrator, Flash, WordPress & management courses

AWARDS

Runner-Up, Best Media Kit, Trade Publishing, 2006 Folio Awards

Winner, Best Media Kit, 2007 American In-House Design Awards

Winner, Best Logo, 2007 American In-House Design Awards

PERSONAL

Typography, Photography, Marathon running

LINKS

Read about my leadership experience at www.Torrento.com/about

See examples of my web design work at www.Torrento.com/web

See examples of my healthcare design work at www.Torrento.com/pharma

References happily furnished upon request

INTERACTIVE ONE, 4/10-PRESENT

SENIOR DESIGNER

I utilize expert Photoshop, Flash and HTML/CSS coding skills to design ad campaigns, web sites and marketing pieces in a fast-paced environment for our fifty web sites. I also design and create mobile apps, mobile (WAP) sites, pre-sale mockups, brand packages and dynamic presentations. I redesigned the Radio One corporate site and lead the creation of our capability portal.

MULTIPLE COMPANIES, 6/08-4/10

CREATIVE DIRECTION, DESIGN & DEVELOPMENT

In between full-time positions, I designed and produced interactive and traditional campaigns for clients that included Consumer Reports, CME Incite, Tip Medical Communications, Construction Information Systems, Podhurst Associates and Shopper Sense. I assisted in the *Consumer Reports* redesign.

M2 COMMUNICATIONS, 4/07-4/08

CREATIVE DIRECTOR

For one year (leading up to the company's close of business), I designed every CME and promotional project we produced, both print and interactive, hiring freelancers as needed. Working directly with clients, I created multi-component campaigns that included interactive aids, monographs, invites, brochures, ads, packaging and HTML emails. Clients included Eli Lilly, Merck, Ortho Biotech, GlaxoSmithKline, Ortho-McNeil and Boehringer Ingelheim. **Laid off 4/30/08**

SOURCEMEDIA (THOMSON MEDIA), 8/03-4/07

CREATIVE DIRECTOR (Promoted from AD & Sr. AD)

For this large B2B publishing company, I oversaw all day-to-day operations of the magazine and promotional design departments, comprising several Art Directors and up to 200 concurrent print and online promotional projects. I redesigned ten magazines, trained and tutored more than fifteen designers, and won four design awards. Fluent in HTML, I initiated our email blast program. I oversaw an annual department budget and served as a creative lead for the company. **Promoted twice**

PASSPORT MAGAZINE, FLYER MEDIA,

PRINCETON HEALTHCARE MEDIA, 9/01-8/03

FREELANCE ART DIRECTOR

For two years, I balanced regular design work for three publishing companies. For *Passport*, a monthly gay travel newsstand title, and *Flyer*, a nightlife guidebook, I delivered provocative layouts using tiny art budgets while assuming all pre-press and ad production duties. I redesigned *Passport* in June 2003 and designed and built *Flyer's* web site in August 2003.

NATURE PUBLISHING GROUP, 5/99-8/01

LAYOUT ARTIST

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 also created publication style guides. After one year, I was promoted, overseeing the work of three Production Editors. **Promoted once.**

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*.