

**Justin Torrento** Westwood, NJ 201-394-8130 justin@torrento.com www.torrento.com

Digital creative leader. Award-winning visual design skills. Expertise in thrilling clients while delivering successful business metrics. UX leader. Committed team leader and employee manager. Emerging digital trends, site and app development, exemplary presentation skills.

#### Technical skills

Design & Prototyping:

Figma, Sketch, Adobe XD, Invision, Zeplin, Photoshop, Illustrator, InDesign, Principle, Frontify, Zero Height

UX & Analytics:

Neurons, Stark, Visual Eyes, EyeQuant, VWO, TryMyUI, UsabilityHub, GA

Front-end Development:

HTML, CSS, AEM, Drupal, Sitecore, WordPress

PM & Admin:

Workfront, Ziflow, Rally, Basecamp, Sharepoint, Trello, Jira, Powerpoint, Word, Excel, Keynote, Google docs

#### Notable Products, Campaigns & Clients

Tremfya & Stelara by Janssen

Breztri & Fasenra by Astra Zeneca

Enherty by Daiichi Sankyo (launch)

Poteligeo by Kyowa Kirin

Multaq, Sarclisa and Elitek by Sanofi

Leqvio by Novartis

Nexlizet by Esperion (launch)

Monjuvi by Morphosys (launch)

Hemlibra, Actemra & Rituxan by Genentech

Cologuard by Exact Sciences

Qbrexza by Dermira/Lilly

Unbranded sites and campaigns for

Pfizer, Agios, Adheretch, Merck, Novartis, Gilead & Curevac

Campaigns beyond healthcare: University of Phoenix, Verizon, Ford, MetroPCS

#### Education

Bachelors of Arts, Political Science, History Minor, De Sales University, PA

Continuing education coursework in team leadership, employee management, accessibility, DSMs, CMSes

#### Awards

Gold Medal, Best DSA web site  
2020 DTC National Awards  
for Checkyoursweat.com

Cloudera's 2018 Data Impact Award  
for ADP's Pay Equity Explorer

Finalist, General Excellent: Fast  
Company's 2018 World Changing Ideas

Five Design Patents for ADP

#### References happily provided

IPG Health (McCann Health New York, FCB Health & FCB Cure) 7/19 - present

#### Director, Experience Design

I am primary designer and digital lead for client web sites, IVAs, and touchscreen experiences for the world's biggest pharmaceutical companies. I run a team of product designers and UX architects, and am tasked with leading client presentations, crafting pitches, creating design systems, and implementing new software like Figma, Adobe XD, Zeplin and Neurons. I mandate standards of usability and accessibility, implement agile workflow, and bring world-class design to every project. I've launched XD teams at three agencies in the network. *Promoted twice*

ADP 3/16 - 7/19

#### UX Designer III, DataCloud

I was lead product designer for this world-leading HCM provider. I researched, conceptualized, designed, and user-tested robust interfaces for our leading HR products. *Awards, design patents*

Tristar Products 5/15 - 1/16

#### Director of User Experience Design

Leading a team of designers and developers, I was responsible for the visual design, UX, and development of e-commerce web sites for this leading e-retailer. I elevated design, instituted a responsive site platform, and improved web conversion through A/B testing.

Interactive One 4/10 - 5/15

#### Creative Director & Director of User Experience Design

I ran digital publisher Interactive One's in-house creative services agency, building and leading a ten-person team of designers and producers in the design and development of sites, apps, and digital sales campaigns for 90 digital properties. Principal designer and face of the agency to our 100+ sales staff and clients, I oversaw both product/UX and digital sales campaigns. Other responsibilities included developing our mobile app strategy and constructing critical client presentations. *Promoted twice*

Consumer Reports 6/08 - 4/10

#### Art Director

In a contractual role, I designed covers and layouts for Consumer Reports and its speciality publications. I assisted Pentagram Design with the magazine redesign.

M2 Communications 4/07 - 4/08

#### Creative Director

For this healthcare agency I was design lead for all CME campaigns and deliverables. Clients included Lilly, Merck, GlaxoSmithKline, and Boehringer Ingelheim.

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

#### Creative Director (Promoted from AD and Sr. AD)

Starting as a magazine art director, I was promoted twice up to Creative Director for this B2B publisher, overseeing all operations of the magazine and promotional design departments and our design staff of 30. I redesigned several magazine titles, managed staff, and served as a promotional creative lead for the company. *Promoted twice*

Passport Magazine, Flyer Media, Princeton Healthcare 9/01 - 8/03

#### Freelance Art Director

Monthly magazine design for three publishing companies. I designed layouts in Quark and Photoshop, redesigned Passport, and designed and built Flyer's web site.

Nature Publishing Group 5/99 - 8/01

#### Layout Artist

Magazine layout in QuarkXPress and chart design in Adobe Illustrator. *Promoted*