

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

UX & Analytics:

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

Front-end Development:

HTML, CSS, AEM, Drupal, WordPress

PM & Admin:

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

Notable Products, Campaigns & Clients

Tremfya & Stelara by Johnson & Johnson

Breztri & Fasenra by Astra Zeneca

Enhertu by Daiichi Sankyo (launch)

Multaq, Sarclisa and Elitek by Sanofi

Jemperli by GSK

Leqvio by Novartis

Poteligeo by Kyowa Kirin

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

Education & Training

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

BetterUp Coaching 6 month program

Continuing education coursework in team leadership, accessibility, employee management, 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 7/2019 - present

VP Director, Experience Design, McCann Health New York

1/2024 - present

I am digital design and UX 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, creating enterprise design systems, crafting digital process, 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 3X*

Director, Experience Design, McCann Health New York

11/2021 - 1/2024

Associate Director, Experience Design, FCB Health

4/2020 - 11/2021

Product Design Lead, Experience Design, FCB Health

7/2019 - 4/2020

■ ADP 3/2016 - 7/2019

UX Design Lead, DataCloud

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

Awards & design patents

■ Tristar Products 5/2015 - 1/2016

Director of User Experience Design

Leading a team of designers and developers, I was responsible for the visual design, A/B testing, UX, and development of e-commerce web sites for this leading e-retailer.

■ Urban One (FKA Interactive One) 4/2010 - 5/2015

Creative Director & Director of User Experience Design

12/2011 - 5/2015

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. *Promoted 2X*

Art Director

12/2010 - 12/2011

Sr Interactive Designer

4/2010 - 12/2010

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■ Consumer Reports 6/2008 - 4/2010

Art Director

In a contractual role, I designed covers and layouts for *Consumer Reports* and its publications.

■ M2 Communications 4/2007 - 4/2008

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) 8/2003 - 4/2007

Creative Director

2/2006 - 4/2007

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. *Promoted 2X*

Sr Art Director

10/2004 - 2/2006

Art Director

8/2003 - 10/2004

■ Passport Magazine, Flyer, Princeton Healthcare 9/2001 - 8/2003

Freelance Art Director

Monthly magazine design for three publishing companies.

■ Nature Publishing Group 5/1999 - 8/2001

Sr Layout Artist

5/2000 - 8/2001

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

Layout Artist

5/1999 - 5/2000