

# Justin Torrento

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

Digital creative leader. Award-winning creative director with record of thrilling clients while ensuring successful business metrics. Data-driven UX leader. Committed department head and employee mentor. Emerging digital trends, operations engineer, site and app development, exemplary presentation skills.

## Technical skills

### Design, Prototyping & Handoffs:

Figma, Adobe XD, Sketch, Canva, Invision, Zeplin, Photoshop, Illustrator, InDesign, Principle

### AI:

Neurons Predictive Analytics, Firefly, Midjourney, Runway, Gemini, Copilot

### Collaboration:

Figjam, Miro, Mural

### Optimization and Testing:

Neurons, Attention Insight, Userlytics, Lyssna, EyeQuant, VWO, Trymata

### Accessibility:

Arc, Axe, Wave, Stark

### Development Platforms:

Veeva, AEM, WordPress, Zero Height, Frontify

### Project Management:

Workfront, Ziflow, Rally, Basecamp, Sharepoint, Trello, Jira

## Notable Products, Campaigns & Clients

Tremfya by Johnson & Johnson

Breztri & Fasenra by AstraZeneca

Brinsupri by Insmad (launch)

Cologuard by Exact Sciences

Leqvio by Novartis

Multaq, Sarclisa and Elitek by Sanofi

Poteligeo by Kyowa Kirin

Enhertu by Daiichi Sankyo (launch)

Nexlizet by Esperion (launch)

Additional work for Pfizer, Genentech, GSK, Merck, Novartis, Gilead & more

## Education & Training

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

BetterUp coaching and Masterminds executive leadership training

Continuing education coursework in team leadership, accessibility, more

## 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, Area 23

1/2024 - present

I am product design and UX lead for client web sites and all digital products for clients such as J&J, Sanofi, GSK and Novartis. I am tasked with making experience recommendations, leading client presentations, ensuring our work is beautiful and high-performing, and operating as digital lead for product launches. Operationally, I am responsible for crafting agency digital process, implementing new software like Figma and Neurons, and ensuring our team of designers and architects is billable, mentored and excited to contribute. I mandate standards of usability and accessibility, oversee digital inclusion, implement agile workflow, forecast work and budgets, and bring world-class design to every project. I've launched experience teams at three agencies in the IPG 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 user experience lead for this world-leading HR product organization.

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 & Development

Leading a team of designers and developers, I was responsible for the visual design, UX, development and A/B testing 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 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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## References happily provided

## ■ Consumer Reports 6/2008 - 4/2010

### Art Director

In a contractual role, I designed covers and layouts for *Consumer Reports* and its speciality 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 Art Director, I was promoted twice up to Creative Director for this B2B publisher, overseeing design of 20 titles and all promotional work, and overseeing all operations of the design departments and our 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