

Justin Torrento

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Summary

- Six years UX design and digital strategic leadership
- Ten+ years product design and creative leadership
- Strong team leader and passionate employee manager
- Emerging digital trends, content management systems, and digital product strategy
- Oversight of front-end development
- Digital agency operations A-Z
- Exemplary writing, presentation and client management skills

Technical skills

Visual Design: Expert typographic design, Photoshop, Illustrator, InDesign, Final Cut Pro, Motion, Flash, Pointroll, Jivox, Celtra

UX Design: Visual Website Optimizer, Google Analytics, InVision, Axure, Balsamiq, Fluid UI, Wufoo

Front-end Development: HTML, CSS, WordPress, Drupal, Coda

PM & Administration: Basecamp, Rally, Sharepoint, Trello, JIRA, Powerpoint, Keynote, Word, Excel, Keynote, Pages, Numbers, InCopy

Notable Campaigns/Clients

University of Phoenix, Telemundo, Verizon Wireless, 2012 Ford Focus, MetroPCS, Geico, 2015 Honda CRV, Consumer Reports, Cymbalta, Zyprexa, Alimta

Education

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

Continuing Education coursework in Leadership, Employee Management, Content Management Systems

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

Photography, Marathon running, Cycling

Extensive references furnished upon request

■ ADP, 3/16-PRESENT

UX Designer, DataCloud

I am a lead designer and strategist for this world-leading HCM provider. I research and design robust interfaces for analytics and reporting products including turnover probability and pay equity explorers. I design intuitive user experiences and team with product owners, developers, QA and key clients in building ADP's newest HR products.

■ TRISTAR PRODUCTS, 5/15-1/16

Director of Digital Design & Development

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

■ INTERACTIVE ONE, 4/10-5/15

Creative Director / Director of Digital Solutions

I ran digital publisher Interactive One's in-house creative services department, leading a ten-person team of interactive designers, producers and a coordinator in the development of web sites, mobile apps and digital sales campaigns for 65 digital properties. Principal designer and face of the agency to our 100+ sales staff and clients, I balanced lead product design and honed user experience with revenue initiatives. Other responsibilities included developing our mobile app strategy and constructing critical client presentations.

■ CONSUMER REPORTS, 6/08-4/10

Art Director

In a contractual role, I designed covers and layouts for *Consumer Reports* and several speciality publications like *Kitchens*, *New Car Guide* and *Electronics Buying Guide*. In 2009 I assisted in the redesign of *Consumer Reports*.

■ M2 COMMUNICATIONS, 4/07-4/08

Creative Director

For this healthcare agency, I was design lead for all CME and promotional campaigns. Working directly with clients, I crafted integrated campaigns for clients like Eli Lilly, Merck, Ortho Biotech, GlaxoSmithKline, Ortho-McNeil and Boehringer Ingelheim.

■ 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 day-to-day operations of the magazine and promotional design departments and their staff of 30 employees. I redesigned several magazine titles, trained and mentored multiple designers, 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

For two years, I balanced monthly magazine design work for three publishing companies. For *Passport*, a gay travel newsstand title, and *Flyer*, a nightlife guidebook, I delivered bold feature layouts using tiny art budgets. 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 layouts in QuarkXPress and designed charts in Illustrator for a monthly science journal, *Nature Biotechnology*. I was promoted, overseeing the work of three Layout Artists.

■ REED ELSEVIER, 7/97-5/99

Assistant Editor

I wrote and edited hotel accommodation descriptions and created advertisements in QuarkXPress for *The Official Hotel Guide*.