

ELLIOT SORKIN

elliotsorkin.com

201.321.4121

elliott@elliotsorkin.com

PROFESSIONAL SUMMARY

Hybrid designer/developer with over 15 years of art direction experience across entertainment and technology. Experienced in creating, managing and optimizing web content management systems with millions of views. Collaborates with clients to design advertising campaigns and user experiences to creatively build brands.

PROFESSIONAL EXPERIENCE

Columbia University, New York, NY

Consultant, 2008 – 2019

- Strategically grew programs by conceptualizing and designing on-campus and online campaigns, digital and social media content, videos, presentations, print and more.
- Increased applications by 85% in 2017 with a targeted ad campaign in career guides.
- Designed, developed and maintained the user experience for interactive websites.
- Produced top performing webpages based on content from keyword research.
- Created an easy to use interface for a set of complex Artificial Intelligence systems.

SoloDallas, San Diego, CA

Consultant, 2015 – 2018

- Designed pro audio products, campaigns, trade shows and a multi-user website.
- Established new branding in tandem with cover story feature in *Guitar Player*.
- Redesigned the audio tower that fueled Angus Young's guitar tone on *Back in Black*.
- Advertising campaigns ft. guitarists from AC/DC, Guns N' Roses and Vintage Trouble.

Sony Music, New York, NY

Digital Media Production Engineer, 2007–2008

- Managed global intake of visual media assets by ensuring quality control and guidelines over album covers, packaging and music videos.
- Designed and developed a social network with resources for media engineers.
- Archived out-of-print CD catalogs into digital by scanning and retouching album art.

Advertising Manager, 2006 – 2007

- Supervised 360° advertising campaigns for billboards, magazines, online, posters and record store displays from concept through in-house print press.
- Executed ad campaigns for Aerosmith, Audioslave, Bob Dylan, Bruce Springsteen, Dixie Chicks, John Mayer, Johnny Cash, Matisyahu, Tony Bennett and more.

EDUCATION

School of Visual Arts, New York, NY

Graphic Design and Advertising, BFA 2006, 2002–2006

Entertainment Concept Design, 2004–2006; Teaching Assistant for Sony Music Creative Director, 2005–2006.

SVA Continuing Education: *Information Architecture*, 2012; *Editorial Design*, 2015; *User Experience Design*, 2019.

University of Maryland, College Park, MD

Computer Science, 2000–2001

CREATIVE

CONCEPT
ART DIRECTION
DESIGN
BRANDING
USER EXPERIENCE
TYPOGRAPHY
PHOTOGRAPHY
STRATEGY
SOCIAL MEDIA

TECHNOLOGY

ADOBE CC
SKETCH
INVISION
HTML & CSS
JAVASCRIPT
CMS

INDUSTRIES

ENTERTAINMENT
FASHION
HEALTHCARE
REAL ESTATE
STARTUPS
TECHNOLOGY