

ELLIOT SORKIN

elliott@elliotsorkin.com
elliotsorkin.com

EXPERIENCE

VUEPHORIA 2000 – Present

Freelance Creative Director

Collaborates with clients to design advertising campaigns and user experiences to creatively build their brands. Services include branding, concept, graphic design, typography, user interface design, user experience design, information architecture, photo retouching, print production, web coding and web content management. Established visual identity standards for a brand 10+ years ago that stand today on a storefront in Times Square.

Columbia University 2008 – 2019

Creative Consultant

Strategically grew the Data Science Institute by conceptualizing and designing on-campus and online campaigns, digital and social media content, videos, presentations, print collateral and more. Designed, developed and maintained interactive websites for the Data Science Institute and the Center for Computational Learning Systems, showcasing research and providing users secure access to confidential content. Created an easy to use interface for a set of complex Artificial Intelligence based systems.

SoloDallas 2015 – 2018

Creative Director

Designed pro audio products, campaigns, trade show events and a website for a classic rock user experience. Established new identity, style guide and consistent branding in tandem with cover story feature in *Guitar Player*. Redesigned the user interface for the audio effects tower that fueled Angus Young's guitar tone on *Back in Black*. Print and digital advertising campaigns featuring guitarists from AC/DC, Guns N' Roses and Vintage Trouble.

Sony Music 2006 – 2008

Advertising Manager

Supervised 360° advertising campaigns for billboards, magazines, online, posters and record store displays from concept through production. Liaison between copywriters, art and creative directors, major label executives, vendors and in-house RR Donnelley print press to execute ad campaigns for Aerosmith, Audioslave, Bob Dylan, Bruce Springsteen, Buddy Guy, Dixie Chicks, John Mayer, Johnny Cash, Matisyahu, Tony Bennett and more.

Digital Media Production Engineer

Brought out-of-print CD catalogs into the digital era by scanning, redrawing and retouching album art. Managed intake of global visual media assets by ensuring quality control and guidelines over album covers, packaging and music videos. Designed and developed a global social network with resources for international media engineers. Designed the *Kind of Blu* e-newsletter to promote Blu-ray and win the format war against HD DVD.

EDUCATION

School of Visual Arts 2002 – 2006

Graphic Design and Advertising, BFA 2006

Entertainment Concept Design Teaching Assistant for Sony Music Creative Director (2005–2006). Continuing Ed in Information Architecture (2012), Editorial Design (2015) and User Experience Design (2019).

University of Maryland 2000–2001

Computer Science