

NICK SORRENTINO *web design*

[From Ideation to Implementation]

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Objective

To obtain a position in creative web design in a fun fast paced environment.

Experience

- 2009-pres. **Sears Holding Corporation - ServiceLive Lead Creative Designer**
Lead user experience design and front end development for the ServiceLive consumer site
Performed usability studies and iterated based on results
Provided creative for marketing and social efforts
- 2005-2009 **Blue Devil Productions Executive Producer**
Led a staff of ten students in providing campus entertainment
Managed a budget of \$125,000+
Designed posters and other promotional items
- 2008 **Integrated Design Solutions Web Intern**
Redesigned portfolio website to give a more cohesive web presence to match promotional materials
Xml driven site allowing other employees to update the portfolio without my technical assistance.
Flash/Actionscript 2

Freelance

- 2010 **DiscoverVeggie**
Redesigned and rebranded a restaurant menu listing website for veggie lovers
Provided designs for the company's social networking strategy.
PHP/CSS/jQuery/Yelp api's
- 2010 **Heaven's Rain Movie**
PHP driven website to promote this new movie
Built a custom CMS for client to add/edit/delete release dates
PHP/mysql/jQuery/Google Location api's
- 2009 **Discovery Education & XPrize Virtual Lab**
Flash lab where students are challenged with building a fuel efficient vehicle
Met the needs of multiple clients: Progressive Insurance, Discovery Education, and Dept. of Energy
Actionscript 3

Technical Skills

Adobe Suite
Actionscript 3.0
C++

CSS
Final Cut Pro
Java

Javascript
JSP/Struts
jQuery

PHP
SQL/mysql
XHTML

Education

- 2005-2009 **University of Wisconsin-Stout**
B.F.A. in Multimedia Design
Minor in Computer Science