

# Josh Sorosky

San Francisco, CA

315 750 5469

joshsorosky@gmail.com

joshsorosky.com

## Technical skills

Illustrator, Sketch, Photoshop, After Effects, HTML, CSS, InDesign, Premiere

Web design, Product UI design, UX design, Icon design, Web animation, Information design, Illustration, Identity design, Brand development, Presentation design, Illustration, Motion design

## Philosophy

I like to look at the design process end-to-end. With experience in branding, web design, product design, and information design, I like to think about the complete experience from how you communicate with a user for the first time through how they use the product for the 1000th time. I think design should be intentional, memorable, and backed by reproducible data.

## Education

### Chapman University

Orange, California

I received a BFA in Graphic Design with a minor in Information Design, which focused on data visualization and communication of complex research topics. I graduated magna cum laude as a Presidential Scholar and a member of the National Society of Collegiate Scholars, National Society of Leadership and Success, and Gamma Beta Phi Academic Honor Society.

## Other

UC Berkeley Ext. | Post-Baccalaureate Pre-Health Professions

James Cook University | Graphic Design

Sea Education Association | Marine Biology



## Experience

### Senior web designer

Intuit Demandforce Full-time | San Francisco | 4 years | Aug 2013 - Current

I've led a variety of projects and contributed to many initiatives including full web redesigns, development of a complete visual system, creation of brand standards, brand promotion, persona and archetype research, corporate event planning/design, video production and animation, product design, presentation design, print design, and infographic design.

My work has included collaboration with marketing, product, customer success, business development, and Intuit corporate, as well as regular reviews with C-level executives. As the design lead, I oversee three junior/intermediate designers and developers, managing workload, providing feedback, and fostering individual development.

Nexmo Contract | San Francisco | 2 months | Nov - Dec 2014

As part of a designer/developer team, I worked directly with the head of marketing and CEO to develop a refreshed, complete site overhaul in conjunction with a new product release. We conceptualized, designed, and implemented the site under an accelerated timeline, offering full creative support including icon illustration, layout, animation, and a complete visual system.

### Product designer

Advokit Contract | San Francisco | 7 months | Jan 2017 - Current

Alongside the start-up founders in a full end-to-end project, I designed the branding, website, product, visual system, illustrations, and voice and tone for a product that rethinks the way patients find mental health professionals. I shaped the design direction through the concepting, prototyping, visual design, and development phases to establish an intentional UX.

Fit Contract | San Francisco | 1 years | May 2014 - Aug 2015

Alongside the company founder, I worked on a complete end-to-end visual and interaction system for an athletic rental product. The project was long-term and all-inclusive, including initial concepting, user testing, prototyping, consumer product design, dashboard design, onboarding, marketing design, branding, and UX design.

### Marketing designer

The Hilton Contract | San Francisco | 3 months | Sept - Dec 2016

Working within strict brand standards, I teamed up with in-house marketers to develop collateral that adhered to corporate expectations, while maintaining the personality of the SF branch.

Personality Hotels Contract | San Francisco | 3 months | Feb - Apr 2014

I developed a unique showcase brochure in a campaign to show the diversity of a local boutique hotel collection. I worked with the in-house marketing team to develop an accordion concept that unified the independent brands while highlighting each site's unique character.

This Might Hurt Film Contract | Los Angeles | 2 months | Nov - Dec 2013

In preparation for a film festival tour, I developed a robust, concept-driven visual system applied across marketing media for a documentary film on chronic pain, including a marketing plan, DVD covers, posters, press releases, festival kits, business cards, and billboard designs.

### Web and identity designer

Southern California Prosthetics Part-time | Los Angeles | 6 months | Jan - Jun 2013

As an in-house designer, I worked directly with the practitioners and office manager to create and implement a refreshed brand personality. The concept presented the company as forward-thinking in an innovative industry and included website and logo redesigns.



## Awards

AIGA Design Awards 2013

Gold and Silver - Infographic Design

Future of Chapman Award 2011

Infographic Design