

8610 34th Avenue, Apt. 423,  
Jackson Heights, NY 11372  
cell - 773.505.3197  
ksorton@gmail.com  
www.kirstensorton.com

## EXPERIENCE

### Senior Designer at Sports Illustrated Kids, New York, NY – August 2009 to Present

- created and executed design/art direction on monthly print and tablet editions
- designed and conceived 3-5 books per year including a Moonbeam Childrens Book Awards winner
- handled the UX, design and concepting for the SIKids website and mobile apps
- art directed redesign of TimeForKids.com and developed UX with outside firm

### Freelance Designer / Art Director, New York, NY – May 2003 to present

- clients included DKNY, Victoria's Secret, RiotWeb, Funny Garbage, Visual Arts Press, BP, Chico's
- conceived and executed everything from fabric patterns to in-store branding to web sites

### Web Designer at Funny Garbage, New York, NY – August 2006 to February 2009

- created and executed web sites and web applications for entertainment, educational and corporate clients such as Disney, MTV, Teen Nick, SiTV, HiT Entertainment and Vault
- collaborated with a tight-knit team of programmers, flash designers, information architects bringing ideas from concept to launch
- increased knowledge about various web technologies and how to apply them to clients needs

### Associate Art Director at Visual Arts Press, New York, NY – November 2005 to August 2006

- created, designed and executed many large-scale print projects for the School of Visual Arts including everything from the catalogues, the alumni magazine, show invites and show portfolios
- tailored designs to be unique for each department, but cohesive with overall design for the entire school

### Art Director at 141 Communicator, Chicago, IL – August 2001 to August 2003

- created and executed large scale promotions for a variety of Kraft brands (Easy Mac, Oscar Meyer, Kraft Macaroni & Cheese, Athenos, A1, Velveeta, etc.)
- art directed photoshoots and illustrations for POS merchandise and coupons
- strengthened brainstorming and concepting skills with tight-knit creative team

### Art Director / Senior Designer at KBA Marketing, Chicago, IL – October 1997 to August 2001

- clients included Camel, Guinness, Stolichnaya, Jose Cuervo, Twix, Smirnoff and Coca-Cola
- responsible for concept/design from thumbnail to collateral, multi-media applications and events
- spearheaded numerous projects as a project leader overseeing a team of designers
- coordinates price quotes and production for premiums and print with vendors

### Art Director / Senior Designer at NewCity, Chicago, IL – September 1996 to October 1997

- lead design direction of everything from ads to promotional materials to the look of publication
- scheduled art assignments, edited photos and collaborated on covers

**Internships:** Funny Garbage, Visual Arts Press, The New York Times Op Ed Page, Chicago Magazine, The Virginian Pilot and Ledger Star

## SKILLS

- Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Woodwing, Adobe After Effects, Dreamweaver, Flash, QuarkXpress
- Wireframing, UX design
- Letterpress and silk-screen printing, book binding, photography

## EDUCATION

### School of Visual Arts

Masters of Fine Arts - Design - May 2005

### Northwestern University - Medill School of Journalism

Bachelor of Science in Journalism - June 1996

- Concentration: sociology, minors in Slavic literature, art history

## AWARDS

Certificate of Typographic Excellence from The Art Directors Club; Aquent Design Award from School of Visual Arts; Print Regional Design Annual 2005, 2007; UCDA Design Excellence Award for Alumni Publication; Communicator Awards Award of Distinction for Best Community; Global Media Award Nomination Outstanding Platform – Interactive; 2012 Moonbeam Childrens Book Awards Silver, Luce Awards Finalist 2012

## OTHER

Design work published in Print Magazine, STEP Magazine and Visual Arts Magazine  
Photography published in: Mixer magazine, Urb magazine, Ryko Disk, MCA records

## REFERENCES

### Marilyn Goldman

Business assistant  
Sports Illustrated Kids  
212-522-1212

### Michael J. Walsh

Art Director  
School of Visual Arts Press  
212-592-2381

### Sam Kang

Creative Director  
Funny Garbage