

Toni Sorrentino

GRAPHIC DESIGNER & ILLUSTRATOR

DESIGNER and **ILLUSTRATOR** passionate about visual storytelling with a focus on food and culture.

Contact

tonisorr17@gmail.com
540.604.1729

Portfolio

tonisorrentino.com

Skills

wayfinding
branding
environmental design
exhibit design
content research
presentation design
ux/ui design

Software

Illustrator
InDesign
Photoshop
After Effects

Freelance Clients

Freedomland Media-NYC
City of Fredericksburg-VA
Truxton Creative-DC

Experience

Senior design specialists—LIDL US

MARCH 2022-CURRENT

- Lead a team of 3 designers to produce quarterly print and digital recipe magazines
- Conceptualize marketing campaigns and deliver style guides
- Art direct photo shoots for web, magazine and additional marketing initiatives

Graphic design specialist—LIDL US

JANUARY 2020-MARCH 2022

- Design quarterly print and digital recipe magazines
- Develop in-store signage and materials
- Work on digital and social assets

Junior designer—Riggs Ward

MAY 2017-MAY 2019

- Work alongside studio architect and exhibit designer to execute visual assets of exhibits and exhibit journey within the space
- Collaborate with developer to deliver digital aspects and user journey of exhibits including but not limited to interactive touch screens and projections.
- Communicate with local fabricators
- Conduct topic research

Graphic specialist—ETRANServices

SEPT. 2015-JAN. 2020

- Created supportive graphics for IT defense firm to utilize in government contract proposals
- Designed internal print material and marketing material

Graphic designer—VCU school of engineering

SEPT. 2016-MAY 2017

- Worked within the marketing department for the VCU school of engineering to develop marketing materials.
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Education

Virginia Commonwealth University—School of the Arts

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN-MAY 2017