

MARK R. SORENSON

Art Director, Graphic Designer, Photographer

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SUMMARY

Meticulous, empathetic problem solver seeking a progressive organization to grow with as a team leader to help tackle today's modern challenges with creative solutions.

PERSONAL SKILLS

Keen Communicator

Empathetic

Team Player

Dependable

Self-starter

Deadline Terminator

Pixel Perfecter

Tech Disciple

Media Consumer

Craft Beer Brewer

TECHNICAL SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Lightroom

Adobe Illustrator

Adobe Bridge

Adobe Acrobat Pro

Adobe Premiere Pro

Adobe Dreamweaver

Adobe XD

InSite

InVision

WordPress

HTML & XML

CSS & JavaScript

Trimble SketchUp

Microsoft Office 365

Photography

Videography

EXTRACURRICULAR

Since 2018, I have run a small photography business, Human Arts Photography, that specializes in portrait, event, product, and architectural photography for commercial and editorial needs. Some notable clients include Sufferfest Beer Company, SketchUp, Pretrial Justice Institute, *Boulder Lifestyle*, and *Yoga Journal*. www.humanartsphoto.com

EDUCATION

Advance Your Skills in UX Design

Lynda.com Certified 9 Hour Career Learning Path | 2018

Improve Your UX Prototyping Skills

Lynda.com Certified 8 Hour Career Learning Path | 2018

Become a User Experience Designer

Lynda.com Certified 11 Hour Career Learning Path | 2017

Photoshop CS2 Power Tour

Hosted by NAPP
Baltimore, Maryland
2006

Bachelor of Arts Degree in Visual Communication

with Honors & Perfect Attendance
Collins College
Tempe, Arizona
2003

EXPERIENCE

Active Interest Media: Home Group

Creative Director 2022 – present, Virginia

In addition to Art Director, Photo & Design responsibilities I also:

- Now report to the Editor-in-Chief, designing eight issues of *Log & Timber Home Living* magazine and five special interest publications per year as well as all house ads and advertorials for each issue.
- Work with the production and editorial teams to put together the entire imposition for each issue.
- Work with the sales team to design annual media kit as well as any other advertising promotional collateral for external clients.
- Work with marketing and digital production managers to design lead generation pieces, social media graphics, web banners, and e-newsletters.
- Work with circulation and newsstand teams to design all direct mail and digital subscription promotions.
- Efficiently communicate with editors, photographers, and printers to complete the job in a timely and cost-effective manner.
- Oversee and delegate creative work to production designers as needed.
- Review and give final sign-off for the *entirety* of each issue using the InSite prepress platform.
- Develop, manage, and produce videos for *Log & Timber Home Living's* YouTube channel.

Art Director, Photo & Design 2019 – 2022, Colorado

In addition to Art Director responsibilities I also:

- Designed departments and features for *Log & Timber Home Living* and *Traditional Building* magazines.
- Travel the country photographing log and timber homes for marketing and editorial needs. www.thelogphotog.com

Art Director 2016 – 2019, Colorado

In addition to Associate Art Director responsibilities I also:

- Became fully responsible for designing *all* editorial for *Log Home Living*, *Traditional Building*, and *Period Homes* magazines while assisting with *Timber Home Living* and *Cabin Living's* design.
- Efficiently communicated with editors, photographers, and printers to complete the job in a timely and cost-effective manner.
- Uploaded and gave *final* sign-off for all editorial pages to printer using the InSite prepress platform.
- Helped lead marketing, branding, and web design efforts with the Creative and Marketing Directors.
- Managed and trained junior designers.

Associate Art Director 2015 – 2016, Colorado

- Under direction of the Creative Director, designed departments and features as needed for *Log Home Living*, *Timber Home Living*, *Cabin Living*, *Traditional Building*, and *Period Homes* magazines.
- Employed Trimble's SketchUp to build 3-dimensional floor plans for each issue of *Log Home Living*.
- Color corrected all photography.
- Produced all final editorial pages for press using an all-digital PDF workflow.
- Uploaded all editorial pages to printer and reviewed for final approval using the InSite prepress platform.
- Assisted marketing, branding, and web design efforts with the Creative and Marketing Directors.
- Designed interactive, responsive editorial content for *Timber Home Living's* iPad and mobile digital editions.
- Managed the digital editions for *Log Home Living*, *Timber Home Living*, and *Cabin Living*.

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EXPERIENCE CONTINUED

Active Interest Media: Home Group

Graphic Designer 2013 – 2015, Colorado

In addition to Production Artist responsibilities I also:

- Employed Adobe Illustrator to custom render floor plans in our simplified editorial style from complex architectural drawings.
- Produced and designed all interactive advertising for the iPad digital editions including management and building of the back-end iTunes in-app purchases for *Log Home Living's* iPad and web editions.

Production Artist 2007 – 2013, Virginia

In addition to Production Associate responsibilities I also:

- Decided where to place *display* advertising on the imposition for each issue.
- Flight-checked, designed and updated all *display* advertising.
- Produced all final *display* pages for press using an all-digital PDF workflow.
- Uploaded all *display* advertising pages to printer and reviewed for final approval using the InSite prepress platform.

Production Associate 2006 – 2007, Virginia

Under direction of the Production Director, worked on five nationally distributed magazines in the log, timber, cabin, and custom home markets where I:

- Flight-checked, designed and updated all classified advertising.
- Produced all final classified advertising pages for press using an all-digital PDF workflow.
- Uploaded all classified advertising pages to printer and reviewed for final approval using the InSite prepress platform.

Platinum Digital Services

Graphic Designer 2005, Arizona

- Photo retouched, color corrected and designed digitally printed wedding albums in addition to various print collateral for a photography studio.