

# BRAD SOROKA *Art Director + Designer + Creative Thinker*

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## OBJECTIVE

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*To make stuff out of things.*

## ART DIRECTOR

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*Inprint, A Creative Co. | Roanoke, Virginia | 2006 to Present*

Worked as part of one of the region's top creative teams managing brands for tourism, foodservice, education, non-profit and startup businesses. Directed and designed brands through print, interactive, social and non-traditional mediums. Hands-on work included concept, design, client relations, presentations, copywriting, coordinating programmers & directing photo shoots.

## ART DIRECTOR

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*John Lambert Associates | Roanoke, Virginia | 2004 to 2006*

Worked in region's largest advertising and public relations firms creating and managing brands for healthcare, insurance, retirement, education and retail businesses. Directed and designed brands through print, interactive, radio and television mediums. Hands-on work included concept, design, client relations, presentations, copywriting, coordinating programmers & directing photo shoots.

## GRAPHIC DESIGNER

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*The O'Connor Group | Roanoke, Virginia | 2003 to 2004*

Worked with creative team and independently to design and produce both client and internal agency work. Hands-on work included concept, design, client relations and presentations.

## GRAPHIC DESIGNER

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*VDS4 | Blacksburg, Virginia | 2002 to 2003*

Created and designed identities for Virginia Tech departments and facilities in a collaborative student run design studio. Hands-on work included concept, design, client relations and presentations.

## ADDITIONAL WORK EXPERIENCE

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*Lawn Mower, Actor, Dish Washer, Pizza Maker, Car Washer, Car Detailer, Caterer, Bartender, Barista*

## AWARDS

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Winner of Over Fifty Local & District ADDY Awards  
ADDY Co-Host & Performer, AAF Roanoke, 2008 to 2010  
Best in Show, 2008 ADDY Awards, AAF Roanoke  
Best in Public Service, 2008 ADDY Awards, AAF Roanoke  
Most Awarded Agency, 2008 ADDY Awards, AAF Roanoke  
Advertising Person of the Year, 2007, AAF Roanoke  
Best in Public Service, 2007 ADDY Awards, AAF Roanoke  
Davey Award for Small Agencies, 2007 & 2009  
Goodwill National Communications Award, 2007  
Sid Bernstein National Communications Award, 2006  
First Place, National Ad 2 Communications Competition, 2006  
Best in Show, Third District AAF Trade Show Competition, 2006  
AIGA Merit Award, 2003  
Academic Dean's List, 2002 to 2003

## EDUCATION

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*Virginia Tech School of Visual Arts | 1998 to 2003*  
Bachelor of Fine Arts in Graphic Design

## ASSOCIATIONS

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ADDY Judge, AAF Nationwide, 2008 to 2010  
ADDY Judging Chair, AAF Roanoke, 2009 to 2010  
Creative/Communications Chair, AAF Roanoke, 2007 to 2008  
Virginia Tech Portfolio Review Board, 2007 to 2009  
National Ad 2 Communications Chair, 2006  
President, Ad 2 Roanoke of AAF, 2005 to 2007  
Third District AAF Ad 2 Liaison, 2005 to 2007  
Member, AFTRA/SAG, 1993 to 2010

## SOFTWARE EXPERIENCE

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*Proficiency in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, QuarkXpress & Fontographer. Extensive experience with wireframing & prototyping, and directing & collaborating with developers and back-end programmers. Working knowledge of HTML, CSS, Dreamweaver and Contribute.*

## SKILLS, PASSIONS & HOBBIES

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Social Media, Typography, Music, Acting, Skateboarding, Film, Pop Culture, Photography, Letterpress, Oil Painting