

Craig Sosonko www.sosonko.com craig@sosonko.com 415.519.3174

Associate Creative Director [iCrossing](#) New York Nov 2012 – Present

Direct teams of designers, copywriters, and developers in the creation of digital advertising, web design, mobile, paid content, social media, print, out-of-home and radio for DIRECTV and TD Bank. Established a streamlined process for working with internal and external production partners to quickly execute digital campaigns while reducing costs and increasing effectiveness. Led iCrossing's transition from Flash advertising media to HTML5 while maintaining timelines and costs for both the agency and our clients.

Creative Director [Ziff Davis](#) New York Jun 2012 – Nov 2012

Responsible for web design, UX, mobile, tablet, and marketing across all Ziff Davis digital media properties with over 45 million unique monthly visitors. Managed the design, photo, and production teams to deliver daily updates for PC Magazine, Geek.com and, ExtremeTech. Directed the design and production team responsible for the monthly digital publication of PC Magazine on the iPad, Kindle and Zinio App. Creative lead in charge of the look and feel for the redesigned brand identity and site for Geek.com.

Creative Director [Totsy.com](#) New York Nov 2011 – Jun 2012

Led a team of art directors, designers, production artists and copywriters to develop and maintain all aspects of Creative for a fast growing e-commerce destination focused on moms, kids, and babies. Worked on websites, mobile, UX, social and marketing to create a unique online brand identity for a site with over 2 million members and 200,000 daily visitors. Worked with photographers, stylists and photo retouchers providing creative direction for the in-house photo studio.

Senior Art Director [Signal to Noise \(formerly Agency.com\)](#) San Francisco Nov 2009 – Nov 2011

Directed teams of designers, copywriters, animators, and video editors to create digital advertising campaigns and websites for Apple, eBay, Google, AMC Theaters & Nike.

Creative Consultant [Nikon](#) Tokyo, Japan Apr 2008 – Mar 2009

Responsible for guiding all areas of creative for Nikon's international image hosting website mypicturetown.com including design, marketing, and UX.

Senior Art Director [Agency.com](#) New York Feb 2005 – Aug 2007

Created digital advertising, print, broadcast and out-of-home for clients including E*Trade, Discovery Networks, CNN, eBay, Long & Foster, Del Monte and BrownCo.

Art Director [Smartmoney.com](#) New York Dec 2002 – Jun 2004

Creative lead responsible for the redesign and creative maintenance of smartmoney.com a daily personal finance news site with 2.1 million unique visitors a month. Worked with advertising partners and third party clients to develop uniquely tailored marketing campaigns and world-class investment tools for clients including American Express, Chase, JP Morgan and Cigna.

Art Director [TBWA\CHIAT\DAY](#) New York Oct 2000 – May 2001

Collaborated with print and television teams to develop award winning websites and digital marketing for Kmart, Absolut, New York City Public Schools and the Sci Fi Channel.

Education

School of Visual Arts - BFA Illustration 1994 – 1998
Recipient of the Silas H. Rhodes Scholarship

Awards & Honors

Ad: Tech Award, American Design Award, Effie Retail Campaign, Horizon Interactive, Internet Advertising Competition, iNOVA Award