

# GEORGE V. SORDONI

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## STRATEGIC DESIGN PROFESSIONAL

UX/UI designer skilled in user research, wireframing, prototyping and visual design. Leader skilled in program management, team building and management. Organized, adaptable, industrious, efficient, supportive and collaborative, with strong work ethic. Analytical problem solver, with attention-to-detail and consistent accuracy. Experience leading implementation, management and design of multifaceted projects. Proven track record of high-quality production, satisfied clients and repeat business.

**UX/UI Design | User Research | Wireframing | Prototyping | Storyboarding  
Ideation | Usability Testing & Analysis | Persona Development  
Information Architecture | Sketching | Graphic Design | Typography  
Layout | CAD | 3D Parametric Modeling | Industrial Design**

## TECHNICAL SKILLS

<b>UX/UI:</b>	Adobe XD, Sketch, Invision, HTML5, CSS3, JavaScript, Bootstrap, WordPress, Optimal Workshop Card Sort, Google Analytics, Hotjar
<b>Graphic:</b>	Adobe InDesign CC, Adobe Photoshop CC, and Adobe Illustrator CC, Adobe Acrobat Professional
<b>CAD:</b>	AutoCAD 2018, 2D and 3D MicroStation V8i, Vectorworks
<b>3D Modeling:</b>	SolidWorks 2018, Rhino 5.0, SketchUp, Inventor 2016
<b>Office:</b>	Microsoft Word, Excel, PowerPoint, and Outlook
<b>Other:</b>	Google Docs, Trello, Asana, Filemaker Pro, Corel Painter 12, eCompanion, CampusVUE

## PROFESSIONAL EXPERIENCE

### Freelance UX Designer

2018

- Provide UX services to various organizations: Website redesign, research, analytics, UI design and UX recommendations for implementation
- Client organizations include:

**American Cancer Society, We Can Prevent 20 Site Redesign**

**August 2018**

**Role:** UX Design UI Design, UX Analyst

**Description:** Team Project; UX recommendations for redesign of website

**Contribution:** Research and analysis, persona development, site maps, UI design, wireframes and prototypes

**Tools/Languages:** Sketch, Adobe CS, Bootstrap, CSS, HTML, Trello, Hotjar

**This is My Brave Site Redesign**

**July 2018**

**Role:** UX Analyst Lead

**Description:** Team Project; UX recommendations for redesign of website for NPO

**Contribution:** UX research, documentation, card sorting, testing & analysis, persona development, site map design, low and high-fidelity wireframes and prototypes

**Tools:** Sketch, Optimal Card Sorting, Invision, Adobe CS, Google Analytics, Asana

**CAPITOL EXHIBIT SERVICES, INC.,** Manassas, VA**2016–2018****Designer**

- Created for new museum galleries, visitor centers and trade shows:
  - Original exhibition designs, floorplans and elevations
  - Three dimensional views, renderings and graphic design layouts
- Originated position of point person for setup drawings in trade show department
- Originated position of point person/expert for 2D and 3D CAD drawings in design department
- Quickly developed expertise in Aluvision vendor display systems
- Initiated practice of digitally inventorying display system components in database
- Planned and developed mechanical and detail drawings that communicated fabrication of exhibit components

**THE ART INSTITUTE OF WASHINGTON,** Arlington, VA**2004–2016****Academic Department Director,** School of Design

2015–2016

Directed, managed and coordinated 5 academic programs: Advertising (BA, Diploma); Art Foundations; Graphic and Web Design with Graphic concentration (BFA, AA); Graphic and Web Design with Web concentration (BFA, AS, Diploma); Interior Design (BFA), CIDA accredited.

- Rebuilt School of Design following absence in leadership to be efficiently functioning, well-organized department with dedicated team of employees.
- Implemented systems, streamlined and improved efficiency, and assembled team of dedicated professionals who quickly demonstrated dramatic rise in loyalty, motivation and enthusiasm, allowing for increased efficiency and team cohesiveness.
- Achieved and maintained fiscal balance for department and scrupulously maintained full regional and state accreditation.
- Streamlined academic advising, scheduling, and registration of School of Design students, resulting in dramatic increase in number of students advised and registered accurately and on time.
- Maintained, updated and corrected errors and inconsistencies in student degree audits for all School of Design students, eliminating potential future errors by students in curriculum matrices.

**Full Time Faculty,** Design

2004–2015

Taught beginning, mid-level and upper-level graphic design, art foundations and digital imaging classes and some web design, advertising and interior design classes.

- Revitalized and reformulated design courses in Graphic Design Department and in School of Design, making each more relevant to current industry needs.
- Redesigned and taught portfolio course for multiple majors in School of Design and for Graphic Design department. Directed graduating students in completing portfolios, in fabricating self-promotional personal identity systems and in planning and executing portfolio shows; facilitated successful transitions of students to industry jobs.
- Led teams: Art Direction, Project Management and course development in Honors Studio (Studio 390) and Environmental Graphic Design classes; art direction and oversight of student projects for nonprofit clients. Real-life relationships met with great success and benefited both community and students; results were gratifyingly and overwhelmingly positive.
- Initiated and coordinated 3-D Graphic Design (includes 3-D Design, Environmental Graphic Design and Package Design), filling void of much needed dimensional component in student portfolios.

**DESIGN AND PRODUCTION INC.**, Lorton, VA**1999–2004****Senior Exhibit Designer**

Senior Exhibit Designer of museum, visitor center, library and trade show exhibits; 3D and Graphic Design.

- Entrusted with lead positions by management because clients were consistently satisfied with communication, process and outcomes.
- Facilitated progress, problem-solved and created overall identity of large projects, always maintaining highest standards of quality and maximizing effectiveness.
- Conferred with colleagues, commercial clients, curators, writers and photo researchers, ensuring each exhibit exceeded all set goals.

**THE BOSS GROUP**, Bethesda, MD**1998–1999**

**Graphic Designer**, Long- and short-term assignments

**AWARDS**

- Certificate of Excellence: For Outstanding Service to the community of the Art Institute of Washington for Fall 2015 Quarter
- Kudos Recognition from the Dean for going above and beyond in the absence of a Design Director May 2015
- 2009 Faculty of the Year Award, The Art Institute of Washington

**PROFESSIONAL ORGANIZATIONS**

- UXPA-DC
- AIGA, DC
- Autodesk User Group International
- Association of American Educators
- LinkedIn Group Memberships

**EDUCATION**

- **George Washington University, UX/UI Bootcamp**; Certification in UX/UI Design **2018**
- **Master of Fine Arts (MFA)**, Industrial Design, Minor in Computers (Computer Graphics), Rochester Institute of Technology, College of Imaging Arts and Sciences, Rochester, NY
- **Master of Fine Arts (MFA)**, Fine Arts / Painting, Hunter College of the City University of New York; New York, NY
- **Bachelor of Arts (BA)**, Studio Art, Boston College; Boston, MA, *cum laude*