

Mark Sokoloff

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ABOUT

AVP Digital Creative Director of an award-winning product design and development team. Extensive experience leading the UX/UI design of websites, mobile applications, online tools, and campaigns.

EXPERIENCE

OppenheimerFunds

AVP, Digital Experience, Head of UX/UI Design, NY, NY, 09/2015 - Present

- Head of design for all digital products, including responsive websites, financial tools, campaign landing pages, mobile apps, and newsletters
- Lead a team of UX/UI designers, interaction designers, and developers
- Oversee the look, feel, functionality, and overall experiences of our team's finished digital products
- Manage project prioritization, resourcing, and timelines for the design team
- Balance management responsibilities with hands-on design of user-flows, wireframes, interaction designs, and high-fidelity final designs
- Work with internal stakeholders, editorial teams, developers, product teams, and marketing teams in collaborative, cross-functional working groups

The Dr. Oz Show

Creative Director, Digital, NY, NY, 07/2012 - 09/2015

- Led all UX/UI and product design
- Head of brand and creative for digital
- Rebranded all digital properties with a full responsive redesign of the website
- Established a design system to create a unified voice and visual style

Bonnier Corporation

Art Director, Digital, NY, NY, 09/2007 - 07/2012

- Designed and directed interactive projects for over 12 brands including PopSci.com, Parenting.com, FieldandStream.com, and Saveur.com
- Managed a co-located team of designers
- Responsible for UX/UI of site redesigns, microsites, mobile apps, advertising concepts, and banner ad campaigns

Barnes & Noble Inc.

Sr. Web Designer, NY, NY, 06/2007 - 09/2007

- UX/UI design of Barnes & Noble, Inc enterprise tools and websites
- Designed concepts for corporate website relaunch
- Designed online promotional graphics for B&N store events

Food Network

Web Designer, NY, NY, 05/2004 - 06/2007

- Designed landing pages, promotional assets, and seasonal microsites
- Updated homepage and major sections of the website using a CMS
- Coded microsites using HTML/CSS

Nature Publishing Group

Sr. Production Editor, NY, NY, 08/2000 - 05/2004

- Designed layouts and provided creative direction for monthly publications
- Designed winning concepts for the relaunch of LabAnimal.com
- Designed magazine covers with original artwork and digital renderings

SKILLS

- | | |
|---------------|-------------|
| • Photoshop | • InVision |
| • Sketch | • Principle |
| • Illustrator | • HTML/CSS |

AWARDS

- MFEA Award - FactorDerby.com, OppenheimerFunds
- Corporate Insight, Gold Medal Product Pages - OppenheimerFunds.com
- IAC Best TV Website - YouFeel, DoctorOz.com
- ASME Nomination, General Excellence - FieldandStream.com
- Webbie Awards - Parenting.com, FoodNetwork.com
- Min Awards - Parenting.com, FieldandStream.com
- James Beard Nomination - Saveur.com
- Folio Award, Best Sports Site - FieldandStream.com

EDUCATION

Lafayette College, B.A. in Art and English