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[studio220design.com](http://studio220design.com)

- Purpose**
- || Bring brands to life through visionary designs fueled by passion, creativity, and strategic insight.
  - || Cultivate lasting client partnerships by delivering impactful, personalized design solutions.
  - || Create original, market-driven concepts that precisely align with client aspirations and audience expectations.
  - || Foster powerful brand connections through compelling visual storytelling and illustrative excellence.
  - || Transform brand narratives by blending strategic communication with innovative design.
- Objectives**
- || Amplify brand identity through bold, innovative design strategies that resonate with target markets.
  - || Excel under pressure, employing strategic delegation with proactive project management.
  - || Thrive collaboratively, leading teams with clarity, motivation, and meticulous attention to detail.
  - || Continuously push creative boundaries, infusing originality and visionary thinking into every project.
  - || Adapt swiftly and thoughtfully to evolving market dynamics and diverse client demands.
- Education**
- || Bachelor of Science Degree in Graphic Design / Advertising, Minor in Illustration
  - || Art Center College of Design in Pasadena, California.
- Skills**
- || Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom) and Final Cut Pro.
  - || Specialized in Klaviyo email marketing and Shopify platform management.
  - || Extensive expertise in art direction, typography, dynamic visual storytelling, and captivating photography.
  - || Product design capabilities, from detailed drafting and conceptual sketches through to final production and prepress.
  - || Multilingual fluency in English, Spanish, and Russian, enhancing communication and broadening market reach.
  - || Proven record managing complex creative projects from initial ideation through meticulous execution and follow-up.
- Experience**
- || **2018 - 2024 | QLT Objective | Co-Founder & Creative Engineer**  
Directed brand development and executed comprehensive marketing strategies for a startup work boot brand, significantly elevating market presence and consumer engagement through branding and campaigns.
  - || **2006 - 2017 | Fox Head Inc / Fox Racing | Sr. Art Director**  
Led and inspired a dynamic creative team, elevating brand identity for motocross and mountain bike divisions. Delivered powerful advertising, cohesive marketing collateral, and engaging brand narratives, achieving notable market growth and consumer loyalty.
  - || **2002 - 2004 | Intersport | Art Director**  
Oversaw creative vision and branding strategies for seven leading motorcycle apparel and equipment brands, driving innovative product development and cohesive brand messaging, significantly expanding market visibility.
  - || **1997 - 2002 | Bluedoor Creative | Co-Founder & Creative Director**  
Launched a successful boutique creative agency specializing in strategic branding and visual storytelling. Developed long-term relationships with prominent brands through customized, innovative marketing solutions.
  - || **1986 - 1997 | SBD Inc / Blue Design Inc | Design Consultant & Graphic Designer**  
Delivered exceptional graphic and industrial design solutions to high-profile clients including Disney, MCA/Universal, Quiksilver, and Polaris, consistently enhancing brand visibility and market effectiveness.