Philip Sorrentino.

CREATIVE & EXPERIENCE LEADER

Philadelphia, PA
phil.sorrentino@gmail.com
linkedin.com/in/philipsorrentino

I bring clarity to complexity.

Creative and experience leader with 20+ years across creative direction, brand, digital commerce, UX, and AI experience design. I build design organizations and connected experiences at the intersection of brand, people, systems, and emerging technology.

CREATE
Creative direction, brand expression, experience strategy.

BUILD
Multidisciplinary organizations, leaders, shared practices.

TRANSFORM
Connected platforms, accessible design systems, conversational AI.

EXPERIENCE

Creative Director, User Experience — 2022 – Present
Comcast

- Lead a multidisciplinary design organization and its contribution to frontline platform convergence, shared standards, and customer-facing AI experiences.
- Champion role-aware experiences built around user intent rather than copied legacy screens.
- Direct visual, interaction, and conversational standards for Xfinity Assistant, growing from a successful pilot into cross-workstream responsibility.

Director, Experience Design — 2021 – 2022
Bounteous

- Established experience-design practices, facilitated client collaboration, and developed design talent.

Creative Director, Global Branding — 2018 – 2020
QVC / Qurate Retail Group

- Directed brand and creative experience across QVC, HSN, Zulily, and international channels.

Associate Creative Director — 2014 – 2018
Comcast / xfinity.com

- Led design for commerce and merchandising experiences with research and analytics partners.

EDUCATION & TEACHING

M.S., User Experience & Interaction Design — 2011
Philadelphia University (now Thomas Jefferson University)

B.S., Industrial Design — 2001
Philadelphia University

Adjunct Professor, UX & Interaction Design — 2011 – 2018
Philadelphia University / Thomas Jefferson University