

IRENA XIA

DESIGN + ILLUSTRATION

EDUCATION

University of Pennsylvania, Class of 2018
BA in Communication, Minor in Fine Arts

EXPERIENCE

KRAVEBEAUTY, Freelance Graphic Designer

- Aug 2019 - present
- work closely with the digital and marketing team to build the KraveBeauty brand through the development of marketing content and creative multi-channel visuals
 - fulfill various digital and print design needs, including e-mail newsletters, social content, marketing collaterals, web design, etc/
 - redesigned KraveBeauty.com to improve visual identity, customer experience, and site performance

FREELANCE DESIGNER

- Sep 2017 - present
- focus on partnering with small businesses led by BIPOC
 - work closely with startups in various industries to develop branding from logos to web design
 - produce high-quality digital and print designs that convey the personality and brand of the client
 - maintain long-term client relationships and support business development opportunities
 - selected clients: Brooklyn Delhi, Athena Club, Google, Ahmad Tea

THE COSMOS, Digital Designer + Illustrator

- Aug 2018 - present
- develop and evolve the branding for a community that focuses on Wellness Confidence for Asian women creators and entrepreneurs
 - create design assets for various platforms including email newsletters, social media graphics, print collateral, and more
 - worked closely with the Cosmos Team to plan and produce The Cosmos Summit: Home-bound (August 2019), an experiential conference and historic coming-together for 500 Asian women and gender non-binary individuals

CA CREATIVE, Lead Designer

- Oct 2018 - Aug 2019
- led visual branding and identity for clients' digital presence
 - collaborated with the content team to tailor forward-thinking, engaging content to each clients' brand
 - produce and art direct photoshoots with a photographer
 - clients include: Saturday Skin, The Peninsula Hotels, Frette, Sonix, and Simon Malls

SKILLS

Adobe Creative Suite
Figma/Sketch
HTML5/CSS

Graphic Design
Illustration
Typography
Branding
UI/UX Design
Photo retouching

CONTACT

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