## IRENA XIA

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**EDUCATION** University of Pennsylvania, Class of 2018 | Bachelor of Arts in Communication

**EXPERIENCE** 

PennApps Director of Design ...... Jan 2016 - present

developed and furthered PennApps branding and

identity; created the PennApps mascots

www.pennapps.com

Asian Pacific American Marketing and Design Team Member ..... May 2016 - present

**Heritage Week** created marketing material and branding elements

as a part of the week's organizing committee

www.apahw.com

> created the identity and branding for the event, working with students from each lvy League school

www.ivypolicyconference.com

developed the identity and branding for the event,

Penn's only game development hackathon

www.pennplay.org

**EMPLOYMENT** 

Campus Health Graphic Design/Marketing Intern ...... June 2016 - present

created posters and social media assets for campuswide campaigns to promote health and well-being as the public health arm of Penn's Student Health Service www.vpul.upenn.edu/shs/campushealth/index.php

Galileo Learning Electric Painting Studio Lead Instructor ....... Summer 2015

taught basic circuitry and painting skills to middle schoolers

www.galileo-camps.com

**SKILLS & INTERESTS** 

**Design** Illustrator, Photoshop, InDesign, Sketch, Autodesk Maya

**Development** HTML5/ CSS, Javasript, Java

Misc. Photography, Fashion, Drawing