## IRENA XIA

ixia@seas.upenn.edu ☑ www.irenaxia.com ◎

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

**EXPERIENCE** 

developed and furthered PennApps branding and

identity; created the PennApps mascots

www.pennapps.com

**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

PennPlay Marketing & Design Team Member ...... Spring 2016

developed the identity and branding for the event,

Penn's only game development hackathon

www.pennplay.org

**EMPLOYMENT** 

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

created posters for campus-wide campaigns to promote

health and well-being as part of Penn's Student Health Services

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