

# IRENA XIA

DESIGN + ILLUSTRATION

## EDUCATION

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

## EXPERIENCE

### CA CREATIVE, Lead Designer

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

### FREELANCE DESIGNER

- Sep 2017 - present
- work closely with startups in various industries to develop branding from logos to web design
  - produce high-quality print and digital designs that convey the personality and brand of the client
  - maintain long-term client relationships and support business development opportunities
  - clients include: Google, Ahmad Tea, Carbon HQ, Above the Waves, and Deirdre Murphy Art

### THE COSMOS, Designer + Illustrator

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

### SOKO GLAM, Graphic Design Intern

- Summer 2017
- created marketing materials including digital ads, banners, newsletters, web design, gifs, packaging, and print collateral
  - developed strategy for marketing campaigns for a Korean beauty, e-commerce startup
  - collaborated with photographer to produce and art direct photoshoots
  - spearheaded a redesign of The Klog website

## SKILLS

Adobe Creative Suite  
Sketch  
HTML5/CSS  
Maya

Graphic Design  
Illustration  
Typography  
Branding  
Photography/Retouching  
UI/UX Design

## CONTACT

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