

IRENA XIA

designer, illustrator

EDUCATION

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

EXPERIENCE

SOKO GLAM Summer 2017

graphic design intern

created marketing materials, such as ads, banners, and newsletters;
assisted in creative art direction for major marketing campaigns
www.sokoglam.com

CAMPUS HEALTH @ PENN 2016 - present

graphic design & marketing intern

created posters and assisted the social media team for campus-wide campaigns which promote health and well-being
www.vpul.upenn.edu/shs/campushealth/index.php

PENN PLAY 2016 - 2017

design & marketing chair

created marketing and branding elements for Penn Play 2016 and 2017, which is Penn's only game development hackathon

PENNAPPS 2015 -2016

director of design

developed and furthered the branding and identity for the largest student-run hackathon, with tasks ranging from web design to poster illustrations
www.pennapps.com

ASIAN PACIFIC AMERICAN HERITAGE WEEK 2016 2016

design & marketing team

created marketing material and branding assets; started a poster campaign to draw attention to issues within the APA community
www.apahw.com

SKILLS

Adobe Creative Suite
Sketch
HTML5/CSS
Maya

Graphic Design
Illustration
UI/UX Design
Typography
Branding
Web Design

OTHER

The Spice Collective
Ivy Policy Conference 2016
Penn Student Design
TEDxPenn2016
Penn Taiwanese Society
SIGGRAPH

CONTACT

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