IRENA XIA
designer, illustrator

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www.irenaxia.com 🌐
dribbble.com/itxia 🏀

EDUCATION

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

SKILLS

Adobe Illustrator, Photoshop,
InDesign, Lightroom
Sketch
HTML5/CSS
Javascript
Maya

Graphic Design
UI/UX Design
Illustration
Typography

OTHER

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

EXPERIENCE

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

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

EMPLOYMENT

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

DEIRDRE MURPHY ART · · · · · · · · 2017 - present
studio graphic design assistant

managed content and design for the Deirdre Murphy website and assisted in graphic design for digital and print material
http://www.deirdremurphyart.com/