

# IRENA XIA

*designer, illustrator*

## EDUCATION

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

## EXPERIENCE

**BOUCHER + CO** ..... June 2017 - present

visual design associate

created social media content for clients, including graphics, gifs, and photographs; assisted in developing social media strategy and content calendars for clients based on their goals  
[www.boucherco.com](http://www.boucherco.com)

**DEIRDRE MURPHY ART** ..... 2017 - present

website/graphic design assistant

worked with artist and Penn professor Deirdre Murphy to rebrand, update, and maintain her website; helped create marketing materials  
[www.deirdremurphyart.com](http://www.deirdremurphyart.com)

**CAMPUS HEALTH @ PENN** ..... 2016 - 2018

graphic design & marketing intern

created posters and assisted the social media team in creating graphics for campus-wide campaigns to promote health and well-being  
[www.vpul.upenn.edu/shs/campushealth/index.php](http://www.vpul.upenn.edu/shs/campushealth/index.php)

**SOKO GLAM** ..... Summer 2017

graphic design intern

created marketing materials, such as ads, banners, and newsletters; assisted in art direction and strategy for major marketing campaigns;  
[www.sokoglam.com](http://www.sokoglam.com)

**PENNAPPS** ..... 2015 -2017

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 to developing social media strategy  
[www.pennapps.com](http://www.pennapps.com)

## SKILLS

Adobe Creative Suite  
Sketch  
HTML5/CSS  
Maya

Graphic Design  
Illustration  
UI/UX Design  
Typography  
Branding  
Photography

## OTHER

The Spice Collective  
Penn Student Design  
Penn Play Game Jam  
SIGGRAPH

## CONTACT

[xia.irena@gmail.com](mailto:xia.irena@gmail.com)  
[www.irenaxia.com](http://www.irenaxia.com)  
[dribbble.com/itxia](https://dribbble.com/itxia)