

IRENA XIA

DESIGNER, ILLUSTRATOR

EDUCATION

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

EXPERIENCE

CA CREATIVE Oct 2018 - present

lead designer

led the digital marketing agency on all visual elements for client work, including overseeing the visual direction + identity for clients' social media accounts

www.cacreativeonline.com

FREELANCE DESIGNER Sep 2017 - present

worked on various projects for clients, including branding + identity, print design, and illustration; selected clients include: Google, TheStrivetoFit, Carbon HQ, Deirdre Murphy Art

THE COSMOS Aug 2018 - present

team designer + illustrator

responsible for creating marketing, social media, and editorial content for a community that focuses on Asian women

www.jointhecosmos.com

BOUCHER + CO Summer 2018

visual designer

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

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

SKILLS

Adobe Creative Suite
Sketch
HTML5/CSS
Maya

Graphic Design
Illustration
Typography
Branding
UI/UX Design
Photography

CONTACT

xia.irena@gmail.com
www.irenaxia.com
dribbble.com/irenaxia
instagram.com/irenaxia