

IRINA MALISOVA

Graphic Designer

165 Bennett Ave., Apt. 3K, New York, NY, 10040

917 991 7902

malisovairina@gmail.com

easytosee.net

Visual communication that defines and distinguishes brands, persuades customers, and increases orders.

SUMMARY

- Doubled orders by introducing original design ideas and implementing inventive techniques.
- Slashed production time from several weeks to a few hours with expert use of industry standard software on Mac OS and PC.
- Amplified global retailers' online and brick-and-mortar visual presence with keenly tailored brand identity and advertisement.
- Increased web traffic with cutting edge, intuitive UI for top clients of a digital marketing and branding agency.
- Consistently achieved visually appealing, resourceful, flawless editorial formatting at a major U.S. publishing house.

KEY STRENGTHS

- Reveal complex concepts through succinct graphics.
- Clearly articulate intricate information in any visual format to engage and motivate intended audience.

SOFTWARE PROFICIENCY

Adobe Illustrator, Photoshop, InDesign, Flash, Acrobat, Bridge; QuarkXPress; Microsoft Word, PowerPoint, Excel; HTML

EXPERIENCE

Graphic Designer • Update Creative, New York (NY)

Notable clients: Macy's Inc.; Barnes & Noble Publishing; Gillette; AARP

2007-2016

- Executed branding materials for numerous high profile clients of Grey Advertising USA, including Gillette POP and AARP ad layouts. Ensured smooth production with vector art adjustment, digital typesetting, and photo correction.
- Attracted Macys' customers to organic beauty department Beautiful Planet with refreshing earthy identity design. From initial logotype concept through every detail of collateral, the design became a success in every Macy's location that opened this line.
- Rendered eye-catching posters, magazine and newspaper ads for major promotional campaigns such as Macys' 150th Birthday.
- Meticulously formatted long editorials, such as The Insider's Guide to the Colleges at Barnes & Noble Publishing using InDesign.

Graphic Designer • Devix International (an e-commerce solutions provider), New York (NY)

2004-2006

- Brainstormed and rendered logos for multimillion-dollar retailers such as BuyDig.com and Harry's Shoes, revitalizing the brands.
- Translated complex e-commerce concepts into simple, clear-cut images for attention-capturing PowerPoint and Flash business presentations. Instrumental in positioning employer as an ecommerce industry leader.

ADDITIONAL EXPERIENCE

Graphic Designer • Royal Industries (an ad specialty leading firm), New York (NY)

- Slashed time spent annually on updating text by redesigning multi-page calendar templates in QuarkXPress.
- Persuaded potential customers with compelling direct mail and email marketing, which converted extensive data from Excel into cleverly organized diagrams and tables in InDesign. Designed layouts for flyers, envelope inserts and email newsletters.
- Brought employer's products ahead of the competition by spotlighting their unique selling points in animated Flash banners.
- Methodically maintained image library and updated company website. Edited photos, prepared final printer-ready files, submitted to printers, and archived files appropriately. Collaborated with a team to maintain a cooperative, successful work environment.

Graphic Designer • I Bind Books (custom book design and binding), New York (NY)

- Doubled orders for rare children's book by stylizing antique illustrations for die-cuts utilizing strong command of Adobe Suite and a solid ability to hand sketch. Authored one of a kind book constructions and unique interactive illustrations for children's books.
- Revitalized traditional art of fine bookbinding by incorporating imaginative designs, unconventional materials and techniques.
- Efficiently managed workflow, demonstrating high degree of integrity and independence, multitasking for quick turnaround.

Entertainment Image Consultants fully integrated digital design agency, New York (NY)

Thoroughly researched and pinpointed client's strengths and objectives. Implemented emerging web design trends into innovative UI design expertly tailored for celebrity clients and businesses. Designed all layouts and graphics for web.

Think DM2 digital marketing and branding agency, Ridgefield Park, (NJ)

Expertly used typography in Quark and prepared images in Photoshop to create annual catalog from concept through print.

Carbon Smolan design agency, New York, (NY)

Designed various visual materials adhering to brand standards and specifications.

ViceGrip Mixed Martial Arts, New York (NY)

Revealed the essence of the martial arts school in 20 robust, richly detailed t-shirt designs to promote the brand. Precisely targeted potential students of the school with striking masculine images skillfully rendered in Photoshop and Illustrator.

EDUCATION

- M.S. in Communications Design • Pratt Institute, New York, NY