

IRINA MATINIAN

Portfolio: www.imatinian.com design.matinian@gmail.com [401.808.2194](tel:401.808.2194)

PROFESSIONAL SKILLS

- ▶ In-depth knowledge and broad expertise in graphic design.
- ▶ Proven ability to work conceptually, collaborate and work both independently and as a team member.
- ▶ Comprehensive experience solving problems visually, creating packaging, corporate identity and branding, marketing collateral.
- ▶ Adobe Creative Suite: Illustrator, InDesign, Photoshop, Premiere, Acrobat.
- ▶ Strong and effective communication, time-management and organizational skills.

WORK EXPERIENCE

Print Production Artist. **Helen of Troy Limited**

March 2021 – September 2024

- + Print projects: packaging, manuals & collateral.
- + Packing specs (dieline construction).
- + Digital projects, video editing.
- + Retouching and layout work.

Curriculum Designer. **RSM (contract)**

March 2021 – June 2021

- + Illustrated textbooks.

Freelance Graphic Designer

- + Create brand identity, marketing email campaigns, manage websites, video editing.

Graphic Designer. **Sound Ways, Inc.**

October 2018 – May 2020

- + Created brand identity, brochures, posters, playbills, websites.

Art-Director. **Musica - P. Jurgenson - Gamma-Press, Publishing House**

December 2015 – June 2018

- + Managed Graphic Design Department, hired and supervised graphic and layout designers and illustrators, animators (both staff and freelance).
- + Updated all printed and digital materials. Designed and executed retail and branding collateral materials that reinforced the brand position.
- + Managed projects from concept to printer-ready files.

Graphic Designer. **Labirint Press LTD**

October 2012 – October 2015

- + Created book design and layout, book covers for children from 0 to 18 years, including complex books using cutting, pop-up.
- + Designed exhibition stands at International book fairs.
- + Worked directly with the director of the publishing house, with editors and illustrators.
- + Prepared and prepressed each publication in full accordance with the requirements of the printing house.

Senior Graphic Designer. **Agency of Strategic and Marketing Consulting**

February 2010 – December 2011

- + Developed and launched advertising campaigns for the company's clients, including printed materials, POS-materials, as well as, websites and development of interactive content with animation for billboards.
- + Worked with large companies, such as Coca-Cola, Beeline, Procter & Gamble, Orimi Trade, Jacobs Monarch, Unilever, Budweiser, Herbal Essences, Russian Standard Vodka, etc.

EDUCATION

- ▶ "Planning Successful websites and Applications". Harvard Extension School. USA
- ▶ "User Interface Design" (Coursera). University of Minnesota. USA
- ▶ BA in Design. International School of Design. Moscow, Russia
- ▶ MS in Physics. Specialization in programming. Ivane Javakishvili Tbilisi State University. Tbilisi, Georgia

AWARDS

- ▶ 2017 – The International Competition of Professional Illustrators and Designers "The Best Image of the Book".
- ▶ 2016 – "The Best Books of the Year – 2015" award, Competition of the Association of Book Publishers.

References, printed portfolio, additional materials and information available upon request.