matindesign

IRINA MATINYAN

www.imatinian.com imatinian@gmail.com (401) 808-2194

PROFESSIONAL SKILLS

- In-depth knowledge and broad expertise in graphic design.
- Proven ability to research, work conceptually, collaborate and work both independently and as a team member.
- Comprehensive experience solving problems visually, creating corporate identity and branding, marketing collateral and promotional items in both print and digital formats.
- Experienced in UX research, wireframing and UI prototyping
- Expert knowledge of Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Acrobat).
- Experienced in Microsoft Office, Balsamiq Mockups (wireframes and prototyping), HTML (basics), CMS (WordPress, Wix), iContact, MailChimp, ArchiCad, CorelDRAW.
- Strong and effective communication, time-management and organizational skills.

WORK EXPERIENCE

Freelance Graphic Designer

+ Create brand identity, marketing and email campaigns, marketing ads, packaging, social media graphics, print ads, posters, brochures, postcards, flyers, book design and layout, business cards, presentations, manage WordPress website.

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

October 2018 – Present, (part-time)

+ Create brand identity, brochures, print ads and poster layouts, playbills, marketing ads, graphics, and images for social network.

Art-Director. **Musica - P. Jurgenson - Gamma-Press**

December 2015 – June 2018

+ Managed Graphic Design Department.
+ Hired and supervised graphic and layout designers and illustrators, animators and programmers (both staff and freelance), maintained deadlines.
+ Updated all digital and printed materials. Designed and executed retail and branding collateral materials that reinforced the brand position.
+ Created concepts and layouts, designed and launched variety of new book series and music editions, catalogs, brand identity, postcards, brochures, packaging, web banners, web sites, applications, developed interfaces for interactive multimedia projects, including projects for music colleges and schools, presentations.
+ Worked with editors, authors and software developers of interactive projects to improve not only the appearance, but also to create more interesting and diverse content.
+ Worked with target audience, discussed the product. Made corrections and improved the content and submission of material.
+ Managed projects from setting a goal to realization and transfer to the sales' department.

Graphic Designer. **Labirint Press LTD**

October 2012 – October 2015

+ Created books design and layout for children from 0 to 18 years.
+ Designed exhibition stands at International book fairs.
+ Worked directly with the director of the publishing house, with editors and illustrators.
+ Created complex books using cutting, pop-up, using wide range of materials for books design.
+ Made scan, color correction, retouching of images, bringing them to full compliance with the original.
+ Prepared and prepressed each publication in full accordance with the requirements of the printing house.

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Senior Graphic Designer. **Agency of Strategic and Marketing Consulting**
February 2010 – December 2011

+ Created concepts and layouts, designed websites, banners, billboards, advertisings, brand identity, promo, newsletters, invitations, and other print collateral, presentations.
+ 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.
+ Communicated with clients, from concept to completion of the project.
+ Worked with large companies, such as Coca-Cola, Beeline, Procter & Gamble, Orimi Trade, Jacobs Monarch, Unilever, Budweiser, Russian Standard Vodka, etc.

Localisation Specialist. **Electronic Arts Inc.**
July 2007 – January 2009

+ Tested games on Internet-connected consoles, personal computers, mobile phones and tablets.
+ Found and reported localisation issues/bugs/inconsistencies according to guidelines.
+ Verified the resolution of issues through to the end of the testing process.
+ Issued Management.

Art-Director. **Footwear Production and Sales Company**
November 2003 - July 2007

+ Developed and managed Advertising Department
+ Developed and launched advertising and marketing campaigns for the footwear company.
+ Designed all marketing and advertising material for different media.
+ Created and managed Photo Studio.
+ Art directed photo shoots.
+ Developed concepts for photography and design.
+ Designed chain stores' interiors and signboards.
+ Designed billboards.
+ Increased company profit by 35% (35 percent).

EDUCATION

- "Planning Successful websites and Applications". Harvard Extension School. USA
- "User Interface Design" (online course). University of Minnesota. USA
- "Modern Art & Ideas". Certificate. The Museum of Modern Art (MoMA). USA
- "Modern Educational Technologies and Smart Board". Certificate. Moscow, Russia
- International School of Design. BA in Design. Moscow, Russia
- Interior Design and Decoration. Rhodec International. United Kingdom
- Fine Art classes at the Russian Academy of Arts. Saint Petersburgh, Russia
- MS in Physics. Ivane Javakhishvili Tbilisi State University. Tbilisi, Republic of Georgia

AWARDS

- 2017 – The International Competition of Professional Illustrators and Designers "The Best Image of the Book" award.
- 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.