

IRENE LIJOI

VIEW MY PORTFOLIO AT idesigns.biz

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EDUCATION

Rhode Island School of Design

Bachelor of Fine Arts
Graphic Design | 2000

SKILLS

Adobe Creative Suite, QuarkXPress
MS Power Point and MS Word.
Complete knowledge of pre-press
production and printing processes.
Strong production management skills.

EXPERIENCE

Senior Art Director | 2000—2013

E.Fitz Art, Inc.

Thirteen years of experience as an integral member of a fast paced, creative design studio. Hired as a junior designer, subsequently promoted to senior designer and then senior art director.

- Work executed with close attention to detail and an emphasis on craftsmanship. Highly motivated; resourceful, hard-working and deadline driven.
- Worked closely with writers and marketing departments of diverse organizations to develop concepts and design direction for multifaceted marketing campaigns, events and promotional materials: Hackensack University Medical Center print and web advertisements, billboards and display graphics; Make-A-Wish® NJ Gala branding, Invitation package and display graphics; Ice House Nationals Hockey Competition branding, posters and promotional items; etc.
- Designed and produced an array of print and electronic media across various media/channels: annual reports, corporate identity systems, ad campaigns, display graphics, billboards, websites and web/email advertising.
- Worked within budget to deliver creative and exciting solutions for a wide array of clients ranging from large corporations, such as United Water to small nonprofit agencies such as Bergen County's United Way.
- Developed and maintained long-term client relationships. Kept up-to-date with clients individual needs and maintained regular contact to offer new ideas and services to promote their company.
- Managed junior-level designers, freelancers and interns.
- Provided complete project estimates and coordinated all vendor bidding including printing, mail fulfillment and web development. Also generated production schedules and provided all printing and programing specifications. Recommended new procedures and technology to streamline production and create a more efficient work flow. Managed file backups, job databases, coordinated freelance and intern schedules, etc.

FREELANCE EXPERIENCE

Ace Creative, LLC 2007—present

Freelance designer involved in design and production of various projects from logo design to publications.

Hype Marketing 2013—present

Develop branding and design strategies for clients of a start-up marketing firm.

Strategic Services, Inc. 2002—2006

Designed a variety of material for local political campaigns throughout New Jersey.