



IRINA GOLDMAN

MULTIDISCIPLINARY GRAPHIC DESIGNER

igdesignspace.com | igdesignspace@gmail.com | [LinkedIn](#)

Chicago, IL • (847) 691-3544

Professional Summary: I'm a senior graphic designer with 8 years of professional design experience specializing in branding and campaigns. I've worked in many sectors including CPG, arts & entertainment, food & bev, healthcare and NFP, helping bring their brands to life in every medium from print to digital to animation.

PROFESSIONAL EXPERIENCE

OLIVER AGENCY: **Senior Graphic Designer** (SEPT 2022-PRESENT)

- Crafted first-time award-winning campaigns for the client that maximized in-store traffic and return customers.
- Expanded RISE Dispensary's rebrand to include photography, motion, video, print, environmental design and more.
- Managed and oversaw other designers, animators, and illustrators for collaborative success.
- Spearheaded effective design solutions and art direction across many campaigns, while incorporating feedback from multiple teams.

CRAMER-KRASSETT: **Graphic Designer** (SEPT 2021-SEPT 2022)

- Designed branding, campaigns, and brand acts for Cedar Fair, Tropicana, Pacifico, Corona, PAWS, Porsche, and more.
- Collaborated with copywriters and art directors as part of pitch teams for new clients and brand campaigns.
- Interacted with 4-8 ongoing clients incorporating feedback, pitching, and implementing ideas with each client at different points of their project times.

HAZEN CREATIVE: **Digital Designer** (JUNE 2020-SEPT 2021)

- Refreshed & designed client websites and introduced branded animation to help sustain them as leaders in their field.
- Juggled multiple projects with tight deadlines, while ensuring high-quality deliverables for everything from digital to print assets.
- Clients included Blue Cross Blue Shield, Phaidon, Stick & Rudder films and more.

METAL TOAD: **Graphic Designer** (JULY 2020-SEPT 2021)

- Transformed disorganized client presentations to become branded, clean, and impactful, helping buy-in new projects.
- Devised clean visual systems for easy digestion, for densely packed info-rich projects.
- Clients included AWS, Sony Pictures, The Grammy's Recording Academy, Wheel of Fortune, and more.

DANCE IN THE PARKS: **Media Director** (AUG 2019-MARCH 2022)

- Constructed DIP's social media strategy, skyrocketing engagement & successfully reaching audiences during COVID.
- Introduced competitive and cohesive branding during a critical time, helping solidify DIP's message to their audience.
- Managed and led the creation of all digital assets including video, motion, social, and web assets.

PORCHLIGHT MUSIC THEATRE: **Graphic Designer** (AUG 2019-JULY 2022)

- Worked as one of the main designers for print materials, exhibit pieces, logos, video, animation, and social media.
- Partnered with internal teams to craft their marketing pieces, clarifying and strengthening their visual communication.
- Acted as a key designer in the rebrand of PMT's visual identity, ensuring that the brand stayed current.



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PROFESSIONAL EXPERIENCE CONTINUED

FREELANCE: **Graphic Designer** (JAN 2017-DEC 2019)

- Successfully managed multiple projects, timelines, and budgets, while paying attention to each client's unique needs.
- Clients included South Chicago Dance Theatre, Inaside Chicago Dance, Pacific Northwest Dance Company, and more.

COMMUNITY INVOLVEMENT

AIGA CHICAGO: **President, formerly Co-VP and Chair** (JUNE 2021-JAN 2025)

- Led annual programming and responded to community needs, markedly expanding the roster of community offerings.
- Managed team leads and strategized approach to areas of conflict, managing between 18-45 people at a time.
- Facilitated the growth of board members to lead their own initiatives.
- Brought the chapter from a **-\$60,000** deficit to a **+\$5,200** surplus and increased membership from **287** to **460** members, becoming the fastest-growing chapter of AIGA's 70 chapters.

EDUCATION

COLUMBIA COLLEGE CHICAGO

2nd Bachelor of Arts in Graphic Design (AUG 2019-MAY 2021)

CALIFORNIA INSTITUTE OF THE ARTS/COURSERA

Certificate of Specialization in Graphic Design (JAN 2017-DEC 2017)

UNIVERSITY OF IOWA

Bachelor of Fine Arts in Dance (AUG 2011-MAY 2015)

AWARDS

Cannabis Clios, The One Show, Hollis Sigler Manifest Award, Phi Beta Kappa, President's List, UI National Scholars Award

SKILLS

Technical: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Figma, Keynote, Microsoft Office, Google Suite Basic HTML & CSS

Professional: branding, art direction, campaign branding, photo and video editing, web design, social media design, print design, environmental design, digital design, project management, arts administration