



IRYNA VLADAH CLARK

IRYNA@IRYNACLARK.COM

WORKFLOW & CRM

Salesforce ☞ Microsoft Office Suite
iContact

PROJECT MANAGEMENT

(national ☞ outsource)

LANGUAGES

English, Russian, Ukrainian

DESKTOP PUBLISHING

Adobe Photoshop ☞ inDesign
Illustrator ☞ Flash

Corel Painter Pro ☞ Wacom Tablet

COLOR CORRECTION: CMYK / RGB

WEB

hand-code HTML, CSS, PHP

Dreamweaver CS4

VIDEO EDITING

Final Cut ☞ Soundtrack ☞ QT Pro

EXPERIENCE

USA

MARKETING MANAGEMENT

INNOVIVE INC

San Diego, CA
11/2006 - present

Innoviveinc.com

MARKETING MANAGEMENT (biotech) incl. WEB MARKETING , 3 years

GRAPHIC DESIGN & WEB DEVELOPMENT, 8 years

ART DIRECTION, Interdisciplinary, 5 years

MANAGEMENT: successfully designed, developed and implemented the company's branding & marketing strategy; incorporated it into marketing collateral.

Expanded Innovive Inc web presence and lead generation/cultivation by utilizing email marketing, web ads and satellite sites.

Consistently work in close collaboration with top Management and Sales on all aspects of brand management and marketing strategy.

Responsible for dealing with vendors and suppliers on marketing/advertisement matters, and managing outsourced teams.

HANDS-ON: design and development of corporate websites, EM campaigns, print and web advertisements, catalogues, brochures, packaging, tradeshow booth/displays, User Interface design, SEO, and SEM.

As a freelance designer, provide the following comprehensive design/web development/marketing solutions:

WEB: website/landing pages/HTML emails/web banners /UI/SEO/SEM

PRINT: print advertisements, brochures/catalogues, text editing, business cards, apparel, PPT & Flash presentations, packaging.

MISC: Tradeshow booth/stands/display design, product photography, video.

SELECTED CLIENT LIST:

CNC Skincare	Hold It Contemporary Home	Maximum Manuals
Tioga Pharmaceuticals	Brightgeist Media	Ericson Associates
Top of the Market Rest.	Simon Industries	Capital Markets

DESIGNER GRAPHIC/ WEB

FREELANCE

09/2006 - present

ART DIRECTOR, Jr

CANUM ENT

<http://canum.com/>

10/ 2005- 09/2006
New York, NY

11/ 2005- 10/2005
Solana Beach, CA

CHILDREN'S BOOK ILLUSTRATION (SD office): organized and supervised workflow; evaluated illustrators' portfolios and delivered illustrations as well as literary content; made decisions on books' concepts, styles and layouts.

MUSICAL PRODUCTION (SD office): developed the conceptual musical structure for adapting the original screenplay into musical script for *The Thief*; participated in the evaluation/development of musical components; implemented the use of multimedia presentations in production workflow; designed, coded and maintained internal production website; researched Russian sections of the musical production/illustrations.

SCENIC DESIGN (NY office): as part of Canum Ent - **Edward Pierce Design** collaboration, worked at EPD studio on the design and development of the *Wicked* (London/ Japan/ National Tour) Documentation Package; also worked on the *Pirate Queen* production team (www.thepiratequeen.com).

Also- as a scenic-design assistant- participated in creative meetings, provided model-making assistance, AutoCAD drafting/design support and research during the musical productions.

EDUCATION

09-2001-12/2004

University of California, San Diego, BFA, Art/Media/Computing;

Studio Fine Arts minor.