IRINA // BAKALENKO //

EXPERIENCE

UNC CHARLOTTE - BELK COLLEGE OF BUSINESS
GRAPHIC/VISUAL DESIGNER
CHARLOTTE, NC // 09.2010 - PRESENT

- Plan and manage multi-faceted and specialized projects from creation through delivery
- Perform a range of visual/graphic art functions used in promotional, instructional and educational materials
- Partner with internal departments and external vendors to create, design, plan and deliver products that visually communicate pertinent information
- Deliver print design for materials such as catalogs, brochures, books, magazines, logos, identity packages, campaigns, invitations, posters, print advertising, teaching aids and exhibits
- Deliver visual design such as static and animated digital advertising, banners, web pages, responsive design, iconography, infographics, social media and e-mail marketing
- Experience with digital and social communication formats, channels and tools
- Consult with clients to determine project parameters such as purpose, audience, focus, scope and budget
- Collaborate with outside vendors, college and university marketing offices to ensure graphic objectives/goals are met
- Train, supervise and manage junior designers and interns to meet deliverable standards and advance their skills
- Adhere to and contribute to continued development of university-wide brand standards, and communicate those standards to others
- Lead visual brand development and implementation process for new programs and initiatives

GRAPHIC DESIGN FREELANCER
CHARLOTTE, NC // 11.2008 - PRESENT

Clients include:
   The Duke Mansion // Rebyc Security // J4TG Technology Group // Bridgehouse Law // Skyview Dentistry // Carolina Sports Massage
Deliverables include:
   Website design, logo creation, business card design, invitations, social media graphics, brochures, catalogs, print and web ads

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE
CHARLOTTE, NC // 2004 - 2008

Bachelor of Fine Arts - Graphic Design
Minor in Russian

2013
Web Design and Publishing Certificate Program

2018-2019
Business Analytics Graduate Certificate

EXPECTED: 2020
Human-Computer Interaction Graduate Certificate

TOOLS & SKILLS

Proficient in
Adobe Creative Suite // Microsoft Suite // EduConverse // Photography // Wordpress // Pre-press skills // Drupal

Working knowledge of
Premiere Pro // After Effects // Axure // Balsamiq // Figma // CSS // HTML // SAS // RStudio

Fluent Languages
Russian // Ukrainian

// Communicates effectively with clients
// Exceptional project and time management skills
// Enthusiastic and reliable
// Innovative and detail-oriented
// Quick learner and efficient in multitasking
// Adept at photography and multimedia content creation

AWARDS

2019 // PICA (Print Industry of the Carolinas) Award for "Special Judges Award"
Recognized for work on the 2018 annual report for the Belk College of Business at UNC Charlotte

2019 // PICA (Print Industry of the Carolinas) Award for "Special Judges Award"
Recognized for work on greeting card for the Belk College of Business at UNC Charlotte