

IRINA (GOLDMAN) REYES

BRAND DESIGNER

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Chicago, IL • (847) 691-3544

Professional summary: I'm a senior graphic designer with 10 years of professional experience specializing in branding and campaigns. I've worked in many sectors across agencies, in-house teams, and freelance clients – in CPG, arts & entertainment, food & bev, healthcare and NFP – bringing their brands to life in every medium from print to digital.

PROFESSIONAL EXPERIENCE

HUMANA: Senior Graphic Designer (MARCH 2025-PRESENT)

- Led the strategy and execution of major campaigns and rebranding initiatives that strengthened market competitiveness, increased brand relevance, and drove measurable business growth.
- Partnered cross-functionally with creative, strategy, and stakeholder teams to deliver integrated campaigns from concept through production, improving speed to market and aligning creative output with business priorities and goals.
- Leveraged research, audience insights, testing, and performance analytics to optimize and refine campaigns and content, improving engagement and informing data-driven decisions that enhanced market performance.
- Created and directed end-to-end development of multi-channel creative assets, ensuring brand consistency, accessibility, and compliance while maximizing marketing effectiveness.
- Mentored newer designers by onboarding them onto new projects or lines of business, providing them with constructive feedback, knowledge sharing, and a collaborative team environment.

OLIVER AGENCY: Senior Graphic Designer (SEPT 2022-MARCH 2025)

- Crafted first-time award-winning campaigns that maximized in-store traffic and return customers, exceeding sales records YOY.
- Scaled RISE Dispensary's rebrand into a comprehensive visual system spanning photography, motion, video, print, and environmental design.
- Managed cross-functional creative teams of 2-6 designers, animators, and illustrators to deliver cohesive, high-impact campaign assets.
- Directed campaign design solutions from concept to launch, synthesizing stakeholder feedback into strategic and effective creative outcomes.

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

- Created branding systems, integrated campaigns, and experiential brand activations for major clients including Cedar Fair, Tropicana, Pacifico, Corona, PAWS, Porsche, Cotton Council International, and more.
- Partnered with copywriters and art directors on pitch teams to develop winning concepts for prospective clients and new brand initiatives.
- Managed relationships across 4-8 concurrent clients, presenting ideas, incorporating feedback, and delivering creative solutions at multiple stages of the project lifecycle.

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

- Redesigned client websites while introducing branded animation to strengthen digital presence and reinforce market leadership.
- Balanced concurrent high-priority projects with aggressive timelines, consistently delivering polished, high-quality digital and print collateral.
- Supported a diverse client portfolio that included Blue Cross Blue Shield, Phaidon, Stick & Rudder Films and more.

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

- Elevated fragmented presentations into cohesive, branded storytelling tools that increased clarity, engagement, and project approval.
- Designed clear visual systems that made dense, information-heavy content more intuitive, accessible, and engaging.
- Supported high-profile clients including AWS, Sony Pictures, The Recording Academy, Wheel of Fortune and more.

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PROFESSIONAL EXPERIENCE CONTINUED

PORCHLIGHT MUSIC THEATRE: **Graphic Designer** (AUG 2019-JULY 2021)

- Oversaw design execution across print, environmental graphics, logos, motion, video, and social media as a primary member of the creative team.
- Collaborated with internal teams to develop marketing materials that clarified messaging and elevated visual communication.
- Played a key role in the rebrand of PMT's visual identity, helping modernize and maintain a cohesive brand system.

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

- Developed DIP's social media strategy, driving significant audience engagement and maintaining strong brand reach during COVID.
- Established a cohesive, competitive brand presence during a critical period, strengthening DIP's messaging and connection with its audience.
- Oversaw end-to-end development of digital creative across video, motion, social media, and web platforms.

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, mentoring them on leadership and arts administration skills.
- 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

CALIFORNIA INSTITUTE OF THE ARTS/COURSERA

Certificate of Specilization in Graphic Design

UNIVERSITY OF IOWA

Bachelor of Fine Arts in Dance

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.