

# Irene Dich

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## Summary of Qualifications

- 4+ years of experience working with both B2B and B2C brands across industries such as beauty, manufacturing, nonprofit, and more
- Great verbal and written communication skills.
- Proven organizational skills, attention to detail, and analytical problem-solving abilities developed through managing multiple responsibilities simultaneously in previous roles.
- Strong technical proficiency in Adobe Creative Suite (Illustrator, Photoshop, Indesign, After Effects, etc.), Figma, and basic video editing.
- Self-motivated and effective in fast-paced environments, excelling both independently and as part of a team, with a strong desire to continuously learn and grow.

## Education

### Bachelor of Arts, Design Studies — Graphic Design, Minor in Advertising

San Jose State University | San Jose, California

## Certifications

### UI/UX Design

San Diego State University | Global Campus

## Experience

### Graphic Designer & Marketing Assistant

Akey Group LLC | Irvine, California (2022–2024)

- Increased engagement levels by 5% by managing and creating relevant content for Instagram, Facebook, Tiktok, Youtube, and Pinterest.
- Redesigned 2 websites (Wix & Shopify) using Figma and Adobe Creative Suite, conducting competitive analysis and market research to significantly enhance user navigation, experience, and satisfaction.
- Contributed to a complete redesign on the Amazon platform by refreshing the store layout and creating 50+ digital assets, including banners, product listing images, A+ content, to better drive sales and improve brand consistency.

### Graphic Designer

H&A Marketing and Communications | San Jose, California (2021–2022)

- Worked with other graphic designers to actively contribute ideas, recommendations, and feedback, strengthening my ability to collaborate effectively in a fast-paced environment.
- Utilized Adobe Creative Suite to create a diverse range of designs, including posters, flyers, brochures, signage, social media content, and magazine articles, demonstrating my versatility in content creation across various mediums.
- Analyzed client project briefs to ensure that the project meets and exceeds client expectations.

### Graphic Design Intern

Everscale Agency | Walnut Creek, California (2022)

- Stayed up-to-date on the latest social media trends to curate relevant content, ensuring that content remained engaging and current.
- Acted as the creative lead in developing concepts based on team ideas, bringing client projects to life through innovative design solutions.

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## Design Intern

Ingenio | San Francisco, California (2021)

- Created 30+ digital graphics for Horoscope.com and Astrology.com, while adhering to style guides to ensure brand consistency, enhancing overall brand presence.
- Redesigned an angel tarot card deck within a 1-month timeframe, independently researching information for each angel and hand-drawing cards, showcasing thorough research and attention to detail.
- Assisted the media team by regularly participating in meetings, contributing to social media content creation, and helping design presentation slides, supporting team efforts.

## Graphic Designer

Dwight Bentel & Hall Communications | San Jose, California (2020–2021)

- Managed work across teams simultaneously as 1 of only 2 graphic designers in the agency, collaborating with individuals from various professional backgrounds to deliver design solutions and support diverse project needs.
- Created content that ranged from social media campaigns and logo redesigns to magazine advertisements and website assets, effectively addressing various design needs.
- Played a key role in an award-winning social media campaign that drove the highest engagement for the organization, recognized with a Silver Addy Award.

## Achievement

### 2021 Silver Addy Award

Awarded for Social Media Campaign

## Skills

- Adobe Creative Suite
- Figma
- Microsoft Office
- Google Office
- Hootsuite
- Shopify
- Canva
- CapCut
- Veed
- Hootsuite
- Later
- UI/UX Design
- Graphic Design
- Content Creation
- Social Media
- Basic Video Editing
- Cross-Functional Collaboration
- Analytical Problem Solving
- Organization
- Adaptability