

Irene Shoikhet

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Professional Experience:

Freelance Consultant 2001 – Present

Projects/Clients

Create the www.createthe.com	Design Consultant on a variety of interactive projects such as Frette, Movado, Nina Ricci, Mia Shvili and Ferragamo.
Behavior Design www.behaviordesign.com	Art Director — Served as an Art Director on a variety of interactive projects such as HBO:Addiction, Inhabit
Young & Rubicam www.yr.com/yr/	Art Director — Served as an Art Director in collaboration with Philip Morris and Young and Rubicam for a National campaign called <i>QuitAssist</i> . Designed the website and online Ad campaign.
Ruder Finn Advertising www.ruderfinn.com	Design Consultant on a variety of interactive projects.
Avalere Health www.avalerehealth.net	Creative Director — For all company collateral.
Merkley Newman Harty www.mnh.com	Design Consultant — Collaborated on Prevacid website
Jasper Design www.jasperdesign.com	Art Director — Designed a variety of projects.
Rolling Stone Magazine	Art Director — Designed collateral.
Liknon Inc. www.liknon.com	Art Director — Design of company website and collateral.
RGA Interactive Agency www.rga.com	Designer — Contributed on projects for clients such as IBM, Nike (www.nikebasketball.com), Gloss, Nestlé, and Purina.
Magnani Caruso Dutton www.mcdpartners.com	Designer — Contributed on project for AT&T.

Icon Medialab, Inc. 2000 – 2001

Art Director — San Francisco, CA / Milan, Italy / London, England

Projects:

MoMA Online store (product store for the New York Museum of Modern Art) www.momastore.org	Art Director — Developed concepts, proposals, initial design ideas. Project Manager — Directed a team of designers, maintained client interaction, responsible for budget and scope of project. <ul style="list-style-type: none">• Involved in the branding and strategy of the overall design.• Contributed to the Interface Architecture of the site.
Netaid (Cisco Systems and The United Nations) (non—profit site that unites the efforts of Cisco with the United Nations to provide money, food, and education for third world countries) www.netaid.org	<ul style="list-style-type: none">• Art Director — Developed ideas and concepts for final designs• Project Manager — Directed a team of designers, maintained client interaction, responsible for budget and scope of project.

<p>Imaginis.com (Siemens Medical Group) (an independent resource for news and information on breast cancer prevention and other related women's health topics) www.imaginis.org</p>	<ul style="list-style-type: none"> • Art Director — Developed ideas and concepts for final designs. • Project Manager — Directed a team of designers, maintained client interaction, responsible for budget and scope of project.
<p><u>NBC Internet, 1999—2000</u> Senior Designer — San Francisco</p>	
<p>Responsible for all stages of design including but not limited to: developing creative concepts for collateral, online and other media for all NBCi and Snap.com businesses and products.</p> <ul style="list-style-type: none"> • Directed and worked with interface engineers and vendors. • Managed the expectations of clients. Proofing. • Driving projects and short-term department tasks to completion. • Produced websites, banners, windows, buttons (animated and static) and web page mock-ups. • Maintained, updated, and helped to generate the look and feel of NBCi and Snap.com corporate design profile. 	
<p><u>MarketSource Corp., 1998—1999</u> Graphic Designer /Account Supervisor — San Francisco, CA</p>	
<ul style="list-style-type: none"> • Managed a national program promoting the introduction of the iMac 5 Flavors into retail partners for Apple. • Supervised a team of 85 that help in the promotion and training of Apple software and products. • Responsibilities included managing client relationship, increasing over—all scope of work, and reporting field information for overall analysis of the project. • Designed, developed and produced materials to be used in national sales presentations as well as print collateral and storyboards • Clients included; Disney, Apple, Nokia, Esprit, Blue Cross, @Home. 	
<p><u>Landor & Associates, 1997—1997</u> Designer — San Francisco</p>	
<ul style="list-style-type: none"> • Responsible for color correction of print collateral • Prepared Quark files for 4—color separations and print • Responsible for working with Art Directors, Designers and Copywriters to facilitate the production of print and branding collateral 	
<p>Education /</p>	
<p>12/97 BFA – Illustration, California College of Arts and Crafts, Oakland/San Francisco</p>	<ul style="list-style-type: none"> • Comprehensive liberal studies in History, Literature, Philosophy, Science, and Photography. • Intensive courses in design, color, and computer graphics.