

Contact Info /

Irene Shoikhet
SonsaDesign

75 Rio Vista Ave
Oakland, CA 94611
c: 917.951.7474

irenes@sonsadesign.com
www.sonsadesign.com

Executive Summary /

Experience

A 15-year career as a designer and art director for interactive and print.

Expertise

Advertising, Architecture, Cosmetics, Education, Fashion/Retail, Finance, Food/Wine, ID, Pharma, Photography, Publishing, Tech, Marketing, and Non-Profit.

Value

Expert at translating my clients' needs into sophisticated design solutions.

Client service and project management.

Professional Experience /

SonsaDesign 2001 — Present
Founder / Art Director
San Francisco, CA / New York, NYC

Avalere Health
www.avalerehealth.net

Tomorrow Partners
www.tomorrowpartners.com

Melanie Dunea
www.melaniedunea.com

Tom Leader Studio
www.tomleader.com

Createthe
www.createthe.com

Behavior Design
www.behaviordesign.com

Young & Rubicam
www.yr.com/yr/

Ruder Finn Advertising
www.ruderfinn.com

Merkley Newman Harty
www.mnh.com

Jasper Design
www.jasperdesign.com

RGA Interactive Agency
www.rga.com

Magnani Caruso Dutton
www.mcdpartners.com

Projects / Clients

Creative Director—For all company brand collateral, packaging and signage.

Design Consultant on a variety of interactive projects.

Art Director—Melanie Dunea is a New York based photographer. I served as an Art Director in the redesign of her portfolio website.

Art Director—Tom Leader Studio is a landscape architecture studio based in Northern California. I served as an Art Director in the redesign of their website as well as their identity.

Design Consultant on a variety of interactive projects such as Frette, Movado, Nina Ricci, Mia Shvili and Ferragamo.

Art Director—Served as an Art Director on a variety of interactive projects such as HBO:Addiction, Inhabit

Design Consultant on a variety of interactive projects.

Design Consultant on a variety of interactive projects.

Design Consultant—Collaborated on Prevacid website

Art Director—Designed a variety of projects.

Designer—Contributed on projects for clients such as IBM, Nike, Gloss, Nestlé, and Purina.

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
www.momastore.org

Product store for the New York Museum of Modern Art.

- 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.
- Involved in the branding and strategy of the overall design.
 - Contributed to the Interface Architecture of the site.

Netaid

www.netaid.org

Non—profit site that unites the efforts of Cisco with the United Nations to provide money, food, and education for third world countries.

- Art Director** — Developed ideas and concepts for final designs.
Project Manager — Directed a team of designers, maintained client

NBC Internet, 1999—2000
Senior Designer
San Francisco

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.

- 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, and buttons (animated and static).

MarketSource Corp., 1998—1999
Graphic Designer /Account
Supervisor San Francisco, CA

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.

Landor & Associates, 1997—1997
Designer
San Francisco

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

Education /

California College of the Arts, 1992-1997
Bachelor of Fine Arts – Illustration,

- Comprehensive liberal studies in History, Literature, Philosophy, Science, & Photography.
- Intensive courses in design, color, and computer graphics.