

IRENESANTOSO

www.irenesantoso.com | email: irenesantoso@gmail.com

EMPLOYMENT

Design Consultant, Self-employed, Present

Provided marketing strategies and branding consultation to small businesses as well as design services to agency clients on contract basis. Involved in all aspects of pitching for new businesses and implementing design processes, from budgeting, scheduling, art direction, concepting, design, site architecture, acquiring production assets, recruiting collaborative talents and managing technical execution in both print and web projects. Responsible for studio operations, business proposals, project management and client presentations. Roster of work includes web banners for AT&T/Cingular, FedEx, Monster.com, Chase, Citibank, NFL, websites for Blooms Boutique, Jiva Wellness and direct marketing materials for Callisto Music Ensemble.

Senior Art Director, TribalDDB New York, 2001 - 2002

Provided art direction on departmental level and managed design coordination with a team of designers, copywriters and freelancers and interns. Conceptualized and designed websites, web banners, viral emails and online gamescreens for the interactive advertising agency. Assisted in preparing creative briefs, worked closely with project managers and participated in all client presentation meetings. Clients included Sony, Sony Ericsson, American Stock Exchange and ExxonMobil.

Creative Director, Hooloo.com, 2000

Provided in-house creative direction for the "e-tailer" company including areas of operations, marketing, advertising and project scheduling; participated in development of e-commerce promotions to draw traffic and establish branding. Art-directed and produced photo shoots while working closely with merchandise department on sales strategies (referral programs) and organized promotional events relevant to the company's products (book signing, book donation drives). Designed and produced various bi-lingual website components, collateral materials, newspaper advertisements and web banners.

Creative Director, USWeb/CKS Cornerstone, 1997 - 1999

Art Director, USWeb Utopia, 1997

Conceptualized, designed and produced websites for various clients, including General Electric Power Systems, AT&T/Newcourt Financial, Computers4Sure and Microedge; created identity system for FoodGalaxy.com and Earlybird Capital. Upon promotion, led a team of designers and oversaw creation of websites, intranets and CD-Roms from initial conceptualization to final production; interfaced with project managers and clients on high-level decision making processes; involved in sales efforts, streamlined design department and provided company-wide creative vision and overall design direction. Responsible in staffing and mentoring designers in the creative department.

Web Designer, CMG Advertising, 1997

Art-directed and designed webpages for Virgin Atlantic vacation package promotion.

Graphic Artist/Web Designer, Polo Ralph Lauren, 1996 - 1997

Designed logos for garments and accessories (zipper pulls, pockets, trimmings, baseball hats); created sales presentation boards and garment specification sheets for seasonal style library; assisted in specifying color combinations for seasonal forecasts; designed forms for inter-office uses and initiated intranet website.

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EDUCATION

Parsons School of Design, New York, 1996
BFA in Communication Graphic Design | Magna Cum Laude

Fashion Institute of Technology, New York, 1994
AAS in Advertising Design | Summa Cum Laude

AWARDS / HONORS

Web Marketing Association, 2005
Standard of Excellence Award for Blooms Boutique website

Web Marketing Association, 2004
Standard of Excellence Award for Renaissance of Astoria website

Marquis Who's Who, 2002 - 2007
Outstanding Designer

American Design Awards, 2002
Design Excellence for ARA Network website

AIGA American Graphic Design Awards, 1999
Excellence for Web Design, [faye.com]

IMG SRC 100, 1999
Published in design book showcasing 100 Top Web Designers around the world

New York Type Directors Club, 1996
Student Scholarship of Typographic Excellence

LANGUAGES

Fluent in English, Mandarin, Cantonese, Japanese and Bahasa Indonesia.