

Irina Lipets

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Portfolio: www.irinasdesign.com

Objective

Detail-oriented and highly organized Design Coordinator with 15+ years of experience in graphic and UI/UX design, project coordination, and creative operations. Adept at streamlining workflows, managing creative teams and assets, and ensuring high-quality, brand-aligned deliverables. Skilled in client communication, technical problem-solving, and administrative coordination. Seeking to contribute strong coordination skills, design expertise, and operational efficiency to your team.

Skills

- Graphics Coordination & Workflow Management
- Asset Library Organization & Version Control
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects (basic)
- Microsoft Office & Macintosh Operating Systems
- Project Management Tools: Jira, Trello
- UI/UX Design & Prototyping (Figma)
- Strong Attention to Detail, Accuracy & Organization
- Documentation, Process Optimization & Purchase Order Preparation
- Excellent Communication, Customer Service & Multi-tasking
- Problem-Solving & Analytical Thinking

Professional Experience

Senior Designer & Project Coordinator

Neo M Inc., Mar 2023 – Feb 2025

- Coordinated production of marketing materials and digital assets, managing timelines, budgets, and deliverables using Jira.
- Maintained organized asset libraries ensuring version control and accessibility.
- Communicated with internal teams and external vendors to ensure timely project completion.
- Created detailed project briefs, prepared purchase orders, and provided feedback to freelancers and team members.
- Documented workflows and led new designer training sessions to improve team efficiency.

UI/UX Designer

Touchstone Institute, Apr 2022 – Feb 2023

- Designed wireframes and prototypes for the NurseReady app using Figma.
- Conducted A/B testing, usability evaluations, and collaborated cross-functionally.
- Worked closely with content, IT, and project management teams in an agile environment to ensure effective design solutions.

Senior Designer & Project Coordinator

Neo M Inc., Jul 2008 – Apr 2022

- Managed multiple design projects, ensuring brand adherence and client satisfaction.
- Coordinated and tracked project progress, external supplier involvement, and asset approvals.
- Organized creative assets, reducing revisions by 15% and improving turnaround by 10%.
- Prepared and checked final design files for accuracy before distribution to clients.

Junior Graphic Designer

Grenville Management Inc., Jan 2007 – Jun 2008

- Created branding materials for Johnson & Johnson, maintaining consistency across campaigns.
- Managed and updated creative assets efficiently per company guidelines.
- Communicated with customer service departments to ensure timely delivery of materials.

Education

Certificate in UI/UX Design

University of Toronto School of Continuing Studies, 2022

BA in Communication Studies

Athabasca University, 2019

Diploma in Graphic Design

Seneca College, 2006