

Ioana Balasa

EMAIL
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PORTFOLIO
www.ioanabalasa.com

EDUCATION

2005 – 2008	North Carolina State University <i>Raleigh, NC</i>	Bachelor of Graphic Design <i>Magna Cum Laude</i>
2007	NC State Prague Institute <i>Prague, Czech Republic</i>	Completed an Advanced Graphic Design Studio and Typography course
2001 – 2004	University of North Carolina <i>Greensboro, NC</i>	Interior Architecture and Art & Design <i>Completed two years of Interior Architecture and one year of Art & Design</i>

EXPERIENCE

2014 – 2015	Polygraph <i>Washington, DC</i>	Conceptualized and developed a variety of projects at all stages as part of a small creative studio. Created print, brand identity, environmental, and web design projects for local and national brands.
2011 – 2014	Threespot <i>Washington, DC</i>	Delivered creative solutions for websites, with a strong emphasis on user experience. Clients include government offices and large non-profit organizations.
2010 – 2011	Flywheel <i>Durham, NC</i>	Responsible for the concepting and execution of graphic design projects for print, web, and corporate identity. Actively participated in meetings, critiques, and other professional activities.
2008 – 2010	Unison <i>Washington, DC</i>	Worked with a small team of designers, developers and copywriters to execute various print and web design projects, advertising campaigns, branding, and packaging design.

AWARDS & RECOGNITION

2015	Communication Arts Design Annual 56 Print Regional Design Annual 69.5	<i>ArtDesk</i> magazine, issue 03. Cava brand extension; LEED brochure system; Little Beaver Inn collateral.
2010 – 2013	Addy, Webby, Art Directors Club of Metropolitan Washington, and Graphis	Various poster, logo, and web design projects were selected for the awards.
2011	Print Regional Design Annual 65.6	AIGA Studio Open House promotional materials; Flywheel stationery set.
2009	365: AIGA Annual Design Competition, Outstanding Design Produced in 2008	<i>Windhover</i> literary magazine.
2008	Department of Graphic Design Book Award, NCSU College of Design	Awarded for demonstration of academic and design excellence, contribution to the learning environment and potential to engage the profession.

SKILLS

Illustrator, Photoshop, InDesign.
Typography, illustration, photography.
Fluent in Romanian.