

# Verena Calista Irawan

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## Experience

Circa ([wearecirca.com](http://wearecirca.com))

### Marketing and Product Design Associate

September 2021 – July 2022 | Portland, ME (Remote in Boston)

- Collaborated with the head of product, engineers, and business associates to design product from concept to launch. Projects include mobile app, web and marketing website.
- Produced new concepts, user flows, prototypes, visual design, and collateral materials while following existing brand guidelines.
- Maintained high-quality design deliverables while working across multiple projects and tight deadlines.

## Techstars

### Design Associate

September 2021 – December 2021 | Portland, ME

- Consulted for 5 startups on their design work in the inaugural cohort of The Roux Institute Techstars Accelerator Program for 13 weeks.
- Defined and design a new SaaS product through whiteboarding sessions with one of the startup's CEO.
- Designed 5 pitch decks, 2 mobile & web UI interfaces, a brand identity, and other visual graphics for companies with quick turnaround times while maintaining their existing brand identity.

Typedream ([typedream.com](http://typedream.com))

### Design Intern

March 2021 - August 2021 | San Francisco, CA (Remote in Boston)

- Produced new visual assets, systems, color palette and illustrations for social media marketing campaigns.
- Collaborated with team members on projects end-to-end, while managing and meeting set deadlines.
- Translated company's goals and needs into creative direction through strategic thinking and design decisions.

## Cotter (YC W20)

### Design Intern

February - March 2021 | San Francisco, CA (Remote in Boston)

- Developed visual concepts and digital assets for marketing campaigns.
- Orchestrated design strategy for developing brand guidelines.
- Designed typographic and graphic elements that are integrated into design materials.

## Generate Product Development

### UI/UX Designer

January 2021 – April 2021 | Boston, MA

- Collaborated with six software engineers to develop a telemedicine mobile app from the ground up.
- Designed personas, workflows, wireframes, benchmarking, and user testing with real medical professionals
- Executed brand identity and design strategy that aligns with the client's vision.

## Education

### Northeastern University

Class of 2021 | Boston, MA

Design, BFA – Graphic and Information Design

Magna Cum Laude

## Skills

Photoshop

Illustrator

InDesign

Lightroom

Meshmixer

Basic HTML/CSS

User Research

Storyboarding

Visual Communication

After Effects

Premiere Pro

Processing

Figma

Adobe XD

Rapid Prototyping

User Testing

Illustrating

Indonesian Language