

Sasha Ichoonsigy

Creative Manager

Education

UNIVERSITY OF HOUSTON

BFA in Graphic Design
Minor Art History,
Magna Cum Laude, May 2015

Internships

Rice University, 2014–2015

Graphic Design Intern
College of Engineering

University of Houston, 2014

Graphic Design Intern
Honors College

Notable

Global Design Awards Juror
SEGD, 2018

SEGD Merit Award
Written Worlds Exhibition, 2017

Inter Graphic Design
Senior Exhibition
University of Houston, 2015

Creative Summit 28
Juried Student Show, 2015

Written Wor(l)ds Exhibition
Third Space Gallery, 2014

Flaxman Art Scholarship
University of Houston

Experience

XPLOR TECHNOLOGIES, 2021–PRESENT

Creative Manager — Oversee creative vision and production for 8+ products in Xplor's Fitness & Wellbeing vertical. Serve as lead designer and creative project implementer for the North American market, and coordinate with UK and Australia team members to launch campaigns oriented around the global brand.

- Maintain guidelines, image, and logo libraries for master brand in BMS.
- Manage the strategic, ongoing rollout of a 2021 global rebrand across all F&W subsidiary brands, including overhauling marketing assets.
- Design multi-channel marketing campaign assets including creative content, landing pages, and graphics for paid & organic social channels. Assist with implementation of lead tracking.
- Design and oversee development and execution of regular updates across product websites. Collaborate with Product team to ensure each product's visual design and user experience are cohesively represented across all marketing materials.
- Manage a 6-person network of internal and external web dev, creative and social contractors as well as marketing agency partners. Execute approval process in tandem with Marketing counterparts.
- Produce supporting documents and decks for sales, partnerships, and executives, as well as collateral for events.

HOUSTON ZOO, 2015–2020

Graphic Designer — Conceptualized, designed, and produced art for a large variety of media, spanning both print and digital; channels of focus included web, social media and email campaigns, multi-page layout, environmental design, and signage. Prepared documents and presentations for executive team. Implemented complex, organization-wide rebrand in 2018, spanning collateral for 8 departments in parallel with ongoing campaign efforts. Coordinated production of copy, translations, and photography. Managed negotiations, agreements and purchases among vendors, printers, and fabricators. Oversaw installation of exhibits and signage graphics. Awarded secondary title of *Conservation Champion, Community-Based Social Marketing Campaigns* for outstanding work with conservation partners.

Skills

DESIGN

Branding & Identity, Print and Book Design, Exhibition, Environmental Design, UX/UI

SOFTWARE

Expertise: Adobe Illustrator / InDesign / Photoshop, Unbounce, Mac OS X + Windows Platforms

Proficiency: Figma, Asana, Microsoft Office Suite, Frontify Brand Management Software

Familiarity: MailChimp, Emma, Intercom, Hubspot, Zapier, Business Spend Management Software, HTML/CSS

PRODUCTION

Offset and Digital Print Production, Large Format Printing, Substrate Specification, Vinyl Plotting, Laser Cutting, Budgeting

INTERPERSONAL

Self-managing, Eloquent, Approachable, Meticulous, Resourceful, Tech Savvy

OFF THE PAGE

Ukrainian, Fluent in Russian, Rescue Cat Foster, SCUBA Diver, Fiber Crafter, Camper & Hiker

sasha@ichoonsigy.com
281.507.2541