

# IRINA ÖKSMAN KANTSUROVA

Designer & Art Director

## JOBS

### Art Director

MullenLowe

Nov 2016 – Present

New York

Worked on JetBlue, Harley-Davidson, American Greetings, Marzetti

*Main focus:* concepting, brand work, creative & visual strategy, web and social

### Creative

Freelance

since May 2008

Everywhere

Working with agencies, businesses and on some self-initiated projects

*Main focus:* design, advertising, creative dev, front-end, illustration, unicornin'

### Art Director

Sub Rosa

Aug 2015 – Aug 2016

New York, NY

Worked on Civic Nation, GE, CNN, NEST Fragrances, HPE, Calliope and Prudential

*Main focus:* activations, print, digital, pitch work, social, branding

### Designer

OneMethod

May 2015 – Aug 2015

Toronto, ON

Worked on CFL, Iceberg vodka, OneMeth and internal projects

*Main focus:* pitch work, concepting, digital work, social

### Designer

Whirlscape Inc

June 2014 – May 2015

Toronto, ON

Helped with a launch of Dango app; worked on Minuum keyboard app, etc

*Main focus:* brand design, social, UX, app design, web design

### Designer

RBC Royal Bank

May 2013 – May 2014

Toronto, ON

*Main focus:* web design, infographic and illustration, social, print

BRIEF PHYSICS STINT

### Creative technologist

Cossette, Magik Jam, Mansion Inc, various freelance

2008 – 2010

Toronto, ON

*Main focus:* HTML, CSS, Actionsript, Javascript, PHP

## ABOUT

Ira is an award winning creative, who was born in Moscow, grew up in Toronto and now resides in NYC. Before advertising she seriously considered becoming a physicist, poker pro, ballerina and, in her misguided youth, an accountant.

## EDUCATION

### AdHouse

Advanced Concepting  
2016

### U of T / SFSU

BSc, Physics & Math (incomp.)  
2010 – 2013

### Centennial College

Interactive Digital Media Design  
2007 – 2008

## AWARDS

D&AD New Blood Pencil

Applied Arts

Advertising & Design Club of Canada

## THINGS I ENJOY

Beautiful typography, hugs, +EV, climbing mountains, liquid funk, stalking portfolios

## THINGS I AVOID

Zapfino, bubonic plague