**Iris Burstein**

Graphic Designer

Tel-Aviv, Israel

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EXECUTIVE SUMMARY

I’m a well-rounded designer, experienced in motion graphics, illustration and animation, as well as project management, analytics and programming.

I can work on a project from ideation to polished execution, while staying true to brand and team guidelines. For my next challenge, I’m looking for a design-oriented role, in a fun, collaborative team, where I can contribute to the product in an impactful way.

EXPERIENCE

**2014 - present | AppLovin**

*AppLovin’s leading marketing platform provides developers with a powerful set of solutions to grow their mobile apps.*

**2021 - 2022 | Product Analyst, AppLovin Israel**

As part of the product team, I am in charge of defining and analyzing user behavior data. This data helped drive product decisions, and constantly improve app performance and user experience.

**2018 - 2021 | Senior Graphic Designer, AppLovin Israel**

As a senior designer, I had ownership of strategic titles and was responsible for their ad production, based on industry trends and team knowledge.

**2017 - 2018 | Design Lead, AppLovin, CA**

Leading and training a team of designers, while still being a hands-on contributor.

**2014 - 2017 | Graphic Designer, AppLovin, CA**

* Created mobile ads for many different brands, mostly in the gaming industry.
* Formats include video, graphic, and playable ads.
* Working in a fast-paced, competitive and data-driven environment, constantly iterating and testing new ideas to find the best performing concepts and make a real impact on the business.

**2014 | Production Artist, JMS, CA**

*Marketing and Advertising Studio*

Role included creating storyboards, illustrations and animations for brand videos and web ads.

**2010 - 2014 | Chief Graphic Designer, Playscape, Israel**

*A mobile-gaming start-up with $10m of VC backing*

* Led graphic design for hit game Ninja Chicken, #2 in Google Play free games during 2012. Work included concept art, UI design, character design and animation.
* Designed 17 games that generated over 100,000 downloads each, to develop a games network for Playscape.

**2009 - 2010 | Software Engineer, Cloudshare, Israel**

*International start-up in cloud computing with presence in the US and Israel*

Software engineer in the Backend team. Participated in the design and implementation of complex multi threaded software services, using agile programming techniques.

EDUCATION

B.Sc Biology and Computer Science (Bioinformatics), Magna Cum Laude, Tel-Aviv University.

Dean’s List

Psychometry 736, top 2% (Israeli SATs)

SKILLS & INTERESTS

**Design software:** Photoshop and After-Effects - Expert, Illustrator - Good

**Soft skills:** Reliability, strong communication, problem-solving, meeting deadlines

**Interests:** Painting, singing, yoga, urban bird watching

**Languages:** English, Hebrew - Native, French - Basic