

# Iris Burstein

## Motion & UX Design

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I'm an experienced graphic designer with a passion for motion graphics and visual storytelling. I bring a diverse skill-set, having worked as a developer, analyst, and a design team lead.

### What I Do

-  Video Ads
-  Graphic Design
-  Project Management

### Experience

- 2024-2026 | Creative Director & UX Designer, Self-employed**  
Supporting tech startups with a focus on performance marketing creatives and user-centric product design.
- 2023-2024 | Art Director, Sett, IL**  
Leading the creative operations of a growing startup that provides AI-based creative services for gaming studios.
- 2014 - 2022 | AppLovin
  - 2021 - 2022 | Product Analyst, AppLovin IL**  
In charge of defining and analyzing user behavior data to drive product decisions.
  - 2018 - 2021 | Senior Designer, AppLovin IL**  
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, USA**  
Leading and training a team of designers, while still being a hands-on contributor.
  - 2014 - 2017 | Designer, AppLovin, USA**  
Created mobile ads for many different brands, mostly in the gaming industry. Working in a fast-paced, competitive and data-driven environment.
- 2014 | Production Artist, John McNeil Studio, USA**  
Created storyboards, illustrations and animations for brand videos and web ads.
- 2010 - 2014 | Chief Graphic Designer, Playscape, IL**  
Created the visual design of 17 games that generated 10M+ downloads.
- 2009- 2010 | Software Engineer, CloudShare, IL**  
Software engineer in the backend team. Participated in the design and implementation of complex multi-threaded cloud software services, using agile programming techniques.

### Education

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