IRIS BURSTEIN

Motion Design | UX

Vancouver, BC | French-language certified, qualifies for LMIA-exempt hiring under Francophone Mobility
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SUMMARY

Motion designer and art director with 15+ years across gaming, ad-tech, and startup environments. Led and trained design teams (up to 6 direct reports) across AppLovin and Sett, produced ad creative and motion content for global gaming studios, and brings a rare technical foundation (BSc Biology and Computer Science, prior software engineering role) to visual storytelling and production pipelines.

SKILLS

Software: After Effects, Photoshop, Figma, Adobe Creative Suite, AI generation tools (image/video/prototype)
Additional Skills: UI/UX, data-driven design, performance marketing, visual storytelling, team leadership

EXPERIENCE

2024 – Present Art Director & Motion Designer, Freelance, Canada

- Deliver app design, ad creative, and design direction for gaming and tech clients, including AppLovin, Playspark, and Logic Wiz, alongside a biotech client producing scientific illustrations and investor decks.
- Maintained continuity of trusted, senior-level client relationships from prior roles while relocating to Vancouver (2025) and completing French-language certification for Canadian work eligibility.

2022 – 2024 Art Director, Sett, Israel

- First creative hire; built and led the creative department from the ground up to a team of 6 designers.
- Directed AI-based creative production for gaming studio clients including Tripledot, Candivore, and Scopely.

2014 – 2022 AppLovin

2021 – 2022 Product Analyst, AppLovin, Israel
Built and maintained analytics infrastructure (SQL, Tableau) tracking onboarding, subscription conversion, and engagement for a new meditation app; ran A/B tests and QA'd data pipelines to inform launch decisions.

2018 – 2021 Senior Designer, AppLovin, Israel
Combined hands-on production with project management and creative strategy: built concept pipelines, set creative direction for strategic titles, and managed both internal team members and third-party agencies.

2017 – 2018 Design Lead, AppLovin, USA
Led and trained a team of 4 designers as a hands-on creative contributor, including hiring.

2014 – 2017 Designer, AppLovin, USA
Produced mobile ad creative for gaming and other brand clients in a fast-paced, data-driven environment.

2014 Production Artist, John McNeil Studio, USA

- Created storyboards, illustrations, and Flash animations for brand videos and web ads.

2010 – 2014 Chief Graphic Designer, Playscape, Israel

- Led visual design across 17 games that generated over 10M combined downloads.

2009 – 2010 Software Engineer, CloudShare, Israel

- Designed and implemented multi-threaded cloud software services in an agile backend team.

EDUCATION

BSc, Biology and Computer Science, Tel Aviv University, *Magna cum laude*