

SANIE IRSAY

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NOELLE MCISAAC

HR Director
Agency Within
43-34 32nd Pl,
Long Island City, NY 11101

08/08/2018

DEAR NOELLE MCISAAC,

I am responding to your call for *Web & Multimedia Designer*.

At the heart of a successful image or campaign are the details of bringing the ideas to users. Ideas need to be at once simple but also generate curiosity – this is where I come in. I am a designer, creative coder and artist with a recent BFA in Art, Media & Technology, from Parsons Paris, The New School. My focus is communicating and being understood in new and innovative ways. I condense complex concepts into simple and playful forms across a variety of media: from the materiality of print media and installation to the interactivity of web design, app design, video and virtual reality.

As co-organizer of Refrag, an annual festival and symposium in Paris, I worked across many disciplines. Apart from my work in coordinating the lectures, performances and panels, I took the lead in communication design of the event. Not the least of my tasks was designing and coding the 2018 festival website. I produced multiple videos and animated gifs, using original footage, to promote the event on social media. Grappling with a low budget and short time frame, I managed high-level responsibilities to coordinate an engaging and memorable event.

As Program Assistant at Parsons Paris, one of my major responsibilities was to design a slideshow presentation template to be used across all departments – from department chairs to the dean of the university. At the time of my arrival, Parsons Paris communication lacked coherence and fidelity to the current brand identity. I worked in collaboration with faculty, communication managers, administration and the student body to merge their different goals into a unified image of the school. I produced digital design templates that are simple to use on multiple platforms, to be used internally and distributed to the public.

My excitement in applying for this position stems from my desire to learn more about constantly evolving strategies of communication, design and marketing. I thrive in collaborative environments that allow me to work in a team while contributing in meaningful ways and having the opportunity to learn and grow. With this in mind, I am eager to work with your team of digital marketing experts and contribute my multidisciplinary approach your dynamic and evolving agency.

Thank you for your time. I look forward to speaking with you about joining your team.

Sincerely,



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EDUCATION

	The New School BFA Art, Media and Technology
2014 – 2016	Parsons Paris School of Design
2017 – 2018	Paris, France
2016–2017	Parsons School of Design New York, NY

SKILLS

Languages	English (native fluency) Russian (native) French (intermediate)
IT	HTML, CSS, JavaScript Adobe Creative Suite <i>AfterEffects, InDesign, Photoshop, Illustrator, Premiere Pro</i>

EXHIBITIONS

Paris, France	NUIT EUROPÉENNE DES MUSÉES Mona Bismarck Center
Paris, France	MERGE Plateforme Gallery
Créteil, France	EXIT FESTIVAL Maison des Arts de Créteil
Paris, France	NET WT. Parsons Paris, installation on Campus
Paris, France	POINT AND LINE TO PLANE Parsons Paris Gallery
Paris, France	DE NATURA RERUM Parsons Paris Gallery, book launch
Paris, France	MEMORYSCAPES Parsons Paris Gallery, duo show
Toronto, Canada	MISPLACED Etobicoke School of the Arts, solo show
Buffalo, NY	A STUDY IN ACTION/REACTION Albright-Knox Art Gallery

WORK EXPERIENCE

2017–2018 Paris, France	PARSONS PARIS Assistant to the Program Director, Benjamin Gaulon Co-led a workshop for <i>CityLeaks Urban Arts Festival</i> . Created photo and video documentation of over a dozen works.
2015–2016 Paris, France	Program Assistant for Design and Technology Department Worked with communication managers, administration, faculty and the student body to design intuitive and coherent templates for external presentations. Organized workshops and talks for students by experts in the new media field.
2016 & 2018 Paris, France	REFRAG FESTIVAL Co-organizer of annual symposium exploring new connections between art, culture and technology. Designed and developed the festival's website. Organized talks, panels and performances. Invited and managed guest speakers and artists.
2015 – 2018 Paris, France	ASSISTANT TO MEL O'CALLAGHAN Dangerous On-the-Way (exhibition) Acted as camera assistant in the Gomantong Gaves, Borneo to produce a film. Worked on conceptual and physical development of the exhibition, including budget and space negotiations with contemporary museum <i>Palais de Tokyo</i> .
2016 Paris, France	Performance coordinator Managed a 3-day continuous performance, as part of <i>DO DISTURB</i> festival at <i>Palais de Tokyo</i> . Led a group of 50 performers, ensuring scheduling and safety.
2018 Remote	FREELANCE GRAPHIC DESIGNER Insolent Games Inc. Designed 2D characters, sprite sheets and other assets for a storytelling game.
2016 Paris, France	:PRINCIPIUM Exhibition <i>Le Hub Lafayette Anticipation Gallery</i> , Designed full visual identity and exhibition catalogue.
2015 Toronto, Canada	MOSS & LAM ARTISTIC SERVICES Contributing Artist Fabricated large scale installations and hand-crafted objects, within a team of skilled artists, architects and interior designers.
2013 – 2014 Toronto, Canada	PRINT PLUS SIGN Design Assistant at design studio and print shop Produced graphic design for signage, print and digital media.