#### SANIE IRSAY

3 rue de la Saida 75015 Paris +33 7 67 47 91 40 sanie@newschool.edu sanieirsay.com/agencywithin

#### **NOELLE MCISAAC**

HR Director Agency Within 43–34 32nd PI, 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.

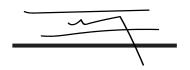
As co-organizer of Refrag, an annual festival and symposium in Paris, I worked across many disciplines. Apart from my work in coordinating the lectures, performances and panels, I took the lead in communication design of the event. Not the least of my tasks was designing and coding the 2018 festival 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 to your dynamic and expanding 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 Parsons Paris School of Design 2014 - 2016 2017 - 2018 Paris, France 2016-2017 Parsons School of Design New York, NY

## **SKILLS**

Buffalo, NY

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

**EXHIBITIONS** Paris, France NUIT EUROPÉENE DES MUSÉES Mona Bismarck Center Paris, France **MERGE** Platforme Gallery **EXIT FESTIVAL** Créteil, Maison des Arts de Créteil France Paris, France NET WT. Parsons Paris, installation on Campus Paris, France POINT AND LINE TO PLANE Parsons Paris Gallery DE NATURA RERUM Paris, France Parsons Paris Gallery, book launch Paris, France **MEMORYSCAPES** Parsons Paris Gallery, duo show Toronto. **MISPLACED** Canada Etobicoke School of the Arts, solo show

A STUDY IN ACTION/REACTION

Albright-Knox Art Gallery

#### **WORK EXPERIENCE**

2017-2018 Assistant to the Program Director, Paris, France Benjamin Gaulon

Co-led a workshop for CityLeaks Urban Arts Festival. 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.

**REFRAG FESTIVAL** 

**PARSONS PARIS** 

2016 & 2018 Paris, France 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 Palais de Tokyo.

Performance coordinator

2016 Paris, France

Managed a 3-day continuous performance, as part of DO DISTURB festival at Palais de Tokyo. Led a group of 50 performers,

ensuring scheduling and safety.

2018

FREELANCE GRAPHIC DESIGNER

Insolent Games Inc.

Designed 2D characters, sprite sheets and other assets for a storytelling game.

2016 Paris, France

Remote

:PRINCIPIUM Exhibition

Le Hub Lafayette Anticipation Gallery, Designed full visual identity and exhibition

catalogue.

2015 Toronto, Canada

**MOSS & LAM ARTISTIC SERVICES** Contributing Artist

Fabricated large scale installations and handcrafted 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.