



CONTACT

ILICHNA MORASKY
imorasky@gmail.com
514. 730-8594

ABOUT ME

Professional beautifier and pusher of pixels since 2009. Weirdo since 1986.

Art is my hustle and I make my living creatively with drawing, painting, designing, art direction and, more recently, music. Dreaming up solutions to impossible tasks is a past-time of mine. I picked up my can-do attitude and mad problem solving skills from my dad. I've got my mom's non-stop, hard driven work ethic. I am fluent in English and Spanish. My French is half decent and getting better every day.

I keep up with inspiring design trends by lurking beautiful blogs and websites daily as well staying consistently open to learning with active Lynda and Skillshare accounts.

When I'm not making music or designing I'm binge watching Netflix while painting jewellery for my brand Señuelo to keep the guilt at bay. Yes I have seen Abstract and yes I've been crazy inspired by it!

WORK HISTORY

- 2011-2015 • Senior Graphic Designer & Photographer • DAVIDsTEA
- 2016-Current • Jewellery & Illustrations • Señuelo
- 2009-Current • Freelance Musician, Illustrator, Graphic Designer & Photographer

EXPERIENCE

MOONBREW TONIC CO.

- Building a brand identity, collateral & visual branding language including creative brief, colour schemes, font choices, labels, postcard and much more
- Creative direction • Original illustrations created for labels • Print co-ordination

DAVIDsTEA

- Product styling • Planning and Co-ordination of photoshoots • Storyboarding
- Point of Purchase signage • Packaging for beauty line products • Web mailers
- Technical product illustrations • Window vinyls • Large scale hoarding

EDUCATION

2004-2006 • Bachelor of Design • Ontario College of Art & Design
Toronto, Ontario, Canada

2006-2009 • Bachelor of Fine Arts Illustration • Sheridan College
Oakville, Ontario, Canada

2013 • Certificate in Product Photography • Concordia University
Montréal, Québec, Canada

SELECTED CLIENTS

Moonbrew Tonic Co. • DAVIDsTEA • EXCLAIM! Magazine • SOS Tutoring
Work/Life by UPPERCASE Magazine • Birdsong Brooklyn • Special Du Jour
Island Organix • happymovie band • The Dalinda Team

SKILLS & INTERESTS

Adobe Creative Suite • Photoshop • Illustrator • InDesign • Drawing & Sketching
Design for Print & Web • Photography • Nikon D700 • Pantone Colour Bridge
Food & Product Styling • Brand Identity • Packaging Layout & Design • Book &
Magazine Layout • Uke, Guitar, Synth, Drums & Singing • Life Drawing & Painting
Mural Painting • AfterEffects • UX Design (interested in learning)