Shira Kirsh

BIG IDEAS BROUGHT TO LIFE WITH CRAFT, STRATEGY AND A PASSION FOR CREATING MEMORABLE BRAND EXPERIENCES.

Toronto

I'm an Art Director with over 20 years of experience creating integrated campaigns and immersive brand experiences that people can see, touch, and participate in. Whether it's transforming a city square into a playoff fan zone, bringing brands to life inside major sports venues, or developing retail and shopper campaigns, I love turning ideas into memorable experiences. I believe the best creative doesn't just get noticed—it gets experienced!

PORTFOLIO: KROP.COM/SHIRAKIRSH

Experience

Sr. Art Director

T1

Toronto
Mar 2023 - Aug 2026

Freelance Art Director

STAPLES CANADA
Feb 2023 - Present

Sr. Art Director

Manulife financial

Toronto
Aug 2017 - Feb 2023

Created multi-media campaigns and marketing materials for various clients.

Clients include:
Alumni, CAA, Costco, CoverMe, CPA Ontario, Engineers-Canada, FollowMe, Manulife, Manulife Bank, Manulife Travel, Toronto Star, Walmart

Sr. Art Director

Cossette

Toronto
Feb 2016 - May 2017

CRM and digital for TD Canada Trust, TD Bank (US), Telus, Sick Kids, McDonald's Intact Insurance

---

Art director

Freelance Sr Art Director

Jul 2015 - Feb 2016

helping various agencies such as The Marketing Store, Publicis, Giants & Gentlemen, KBS+, BMIR, Cossette

---

Sr. Art Director

OgilvyOne

Toronto
May 2011 - Jul 2015

Clients: American Express, Holiday Inn (IPG), Dove, Cogeco, Weight Watchers and more.

Art Director

Wunderman

Toronto
Nov 2007 - May 2011

Clients: Rogers Cable and Wireless, BP, Ford
Responsibilities: Creative concepting and design for direct mail, online and DRTV

Art Director

BBDO Canada

Toronto
Apr 2006 - Nov 2007

Clients: RBC, Fallsview Casino Resort, Shaw Digital Services, Mitsubishi, Effem
(M&M's and Cesar Pet food), Bayer, LCBO, Unicef Canada, Sears, Ontario
Government (Ministry of Economic Trade and Development)
Responsibilities: Creative concepting and design for direct mail, online, in-store,
promotions and DRTV

Art Director - Freelance

Grey Canada

Clients: Sunoco, Dairy Queen, Suzuki, Ontario Food Bank, Canon,
Responsibilities: Creative concepting, design and layouts for print and direct mail

Art Director

Toronto

Draft Canada

Clients: HP Canada, President's Choice Financial, OLGC, Grand & Toy, HSBC,
Hbc, FedEx, OCAD
Responsibilities: Creative concepting and design for direct mail, online, in-store
and promotions

Designer

Toronto

UNICEF Canada

Created Holiday card campaign for Christmas season

CONTACT

28 Maple Valley Rd
Maple ON L6A0X9

416 804 1455
shirakirsh@hotmail.com

Education

AOCAD

Ontario College of Art and Design

Toronto
1998 - 2002

Studies included art direction, layout design, typography and conceptual thinking and basic art skills