

# Kris Mazurs

**Portfolio:** krismazurs.com  
**E-mail:** mazurs@stanford.edu  
**Phone:** 650-788-9889  
**Address:** 737 Campus Dr, Apt 1002, 94305, California

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## Experience

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**Art Academy of Latvia**  
Lecturer  
Thesis Supervisor

Riga, Latvia  
lma.lv

Sep 2016 — Sep 2019

Designed and taught undergraduate and elective courses on Brand Design & Design Entrepreneurship;

Took on Thesis Supervision for senior students in Product and Graphic design departments;

Participated in strategy meetings for the development of the Graphic Design department;

Part of committee for evaluating undergraduate and graduate student final shows.

**Yelo**  
Co-Founder  
CEO

Riga, Latvia  
yelo.lv

Jan 2018 — Present

Conceived and built a multi-platform educational app with no investments within six months;

Designed the user interface and user experience for all aspects of the app;

Designed the methodology for learning 45 different subjects on road traffic rules;

Negotiated a potential deal for implementing the app in other markets such as Germany and Russia.

**Overpriced**  
Co-Founder  
Creative Director

Riga, Latvia  
overpriced.design

Sep 2015 — Sep 2017

Served as studio's creative director and won the Special Prize at Latvian National Design Awards;

Developed a novel insight-driven and empathy-based brand design methodology;

Grew the company's client list from zero to 40+ clients within two years;

Managed all client work and led a team of 10 interdisciplinary designers.

**White Label**  
Co-Founder  
Director of Strategy

Riga, Latvia  
w-label.com

Aug 2014 — Sep 2017

Did strategy work for major companies in education, technology, entertainment, hospitality and more;

Grew the company's client list from zero to 50+ clients within three years;

Managed a team of five strategists, and handled the team's on-boarding and growth;

Helped foster partnerships with other agencies and eventual partnership with McCANN Worldgroup.

**Firstborn New York**  
Strategy Intern

New York, USA  
firstborn.com

Jul 2013 — Aug 2014

Assisted the Strategy team in work for clients such as Michael Bloomberg, Pepsi, AARP, and L'Oreal;

Developed the central idea for an award-winning campaign on financial education;

Wrote daily executive summaries for entire company on latest news in tech;

Was offered permanent employment and visa sponsorship after the end of my internship.

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## Education

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**Stanford University**  
Master of Science, Design Impact  
Minor in Design Ethics

Sep 2019 — Jun 2021 (Expected)

**Specialization** — Empathic Autonomy, Supervisors William Burnett, M.S. and Sean Follmer, PhD

**Activities and Societies**

- Organizer and Lecturer, Stanford Design Bootcamp
- Course Assistant for ME110
- Member of Stanford Zen Society

**Stockholm School of Economics in Riga**  
Bachelor of Science, Economics and Business  
2009—2012

**Thesis** — Information and the Quality of Decisions, An empirical research on the Paradox of Choice.  
Supervisor M.Phil, PhD Roberts Kilis

**Clubs and Societies**

- Founder, SSE Riga Book Club
- Public Relations Chairman, Student Association
- Student Representative, Latvian Student Union

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## Awards & Scholarships

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**Fulbright Foreign Student Scholarship** (*turned down in order to attend Stanford*), United States Embassy in Latvia, 2018

**Special Award**, Latvian National Design Award, 2017

**Best Educational Campaign**, SXSW Conference, 2014

**Professional Internship Scholarship**, Baltic-American Freedom Foundation, 2013

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## Lectures & Appearances

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**2020**  
Future Nordic Mobility Summit, Palo Alto

**2018–2019**  
Stanford Design Bootcamp; Mondragon University, Spain; National Art High Schools of Latvia; Kuldīga Creative Summer School; Riga School of Art and Design; Latvian Art Directors Club; Nordic Council of Ministers' Office in Riga

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## Skills

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**Technical Skills:** Adobe Creative Suite (*intermediate*); Python (*elementary*); MS Excel (*intermediate*)

**Language Skills:** Bilingual English, native Latvian, elementary Russian

**Volunteering:** Baltic-American Freedom Foundation, Riga School of Design and Art, Latvian Art Directors Club