



While Ivan was living in Yekaterinburg, he was shooting amateur videos and short films. After moving to Moscow, he attended the Wordshop Filmmaking Course curated by film director Igor Voloshin and studied there in 2012-2013. This school opened the world of advertisement to him. Later Ivan won a grant in English production MOFILM for the video for AXE, and gradually, his reel began to fill up. Since 2015, he has been taking part in tenders and has been shooting more and more commercials.

Ivan enjoys working with sincere and warm stories, as well as different forms of humor and various aspects of irony. But the main thing that his work is always based on is casting. A thorough selection of actors is crucial for him, he doesn't tolerate falseness and intonations that don't suit the moment.

His work includes clients like CBRF, AVITO, McDonald's, Russian Lotto, HONOR, M.Video, AXE, Philips, Utkonos, Promsvyazbank, Rosselkhozadzor, KYB.