

M A X I M E L I B E R T Y - P O I N T

MAX@MAXLIBPOI.COM

[WWW.MAXLIBPOI.COM]

DEADLINE AND DETAIL-DRIVEN DESIGN PROFESSIONAL WITH MORE THAN 10 YEARS OF EXPERIENCE WORKING WITH GLOBAL COMPANIES ON DIGITAL MEDIA TECHNOLOGIES INCLUDING WEBSITES AND OTHER EMERGING MEDIA. EXPERTISE IN DEVELOPING AND EXECUTING THE ENTIRE PRODUCTION PROCESS WITHIN AGENCY AND IN-HOUSE SETTINGS.

E X P E R T W I T H :

ADOBE CREATIVE SUITE [ILLUSTRATOR, PHOTOSHOP, AFTEREFFECTS, INDESIGN, ACROBAT]

WEB DESIGN [HTML, CSS, PHP, JAVASCRIPT]

VIDEO EDITING SOFTWARE [FINAL CUT PRO, ADOBE PREMIERE]

E D U C A T I O N

UNIVERSITY OF CALIFORNIA - SANTA CRUZ

[BACHELOR OF ARTS IN FILM & DIGITAL MEDIA WITH CONCENTRATION IN PRODUCTION]

E X P E R I E N C E S U M M A R Y

CREATIVE DIRECTOR - LUMINA COMMUNICATIONS

[SAN JOSE, CA | 12/2012-PRESENT]

- LEAD AND DEVELOP ALL CREATIVE INITIATIVES OF THE COMPANY AND ITS CLIENTS INCLUDING BRANDING, WEB DESIGN AND DEVELOPMENT, GRAPHIC DESIGN, MARKETING COLLATERAL, VIDEOS, AND PHOTOGRAPHY.
- MANAGE TEAMS OF DESIGNERS, DEVELOPERS, AND WRITERS TO EXECUTE PROJECTS BASED ON A CLIENT'S GOALS, TIMELINE AND BUDGET.
- DEVELOPED THE DESIGN BUSINESS FROM NONEXISTENT TO A DEPARTMENT WITH GLOBAL CLIENTS AND YEAR OVER YEAR GROWTH.

LEAD FRONT-END WEB DEVELOPER - LIFEDRIVE, INC.

[SAN DIEGO, CA | 8/2011-11/2012]

- PROPOSE AND DEVELOP THE BRAND, AESTHETICS AND UI/UX OF THE WEBSITE.
- WORK CLOSELY WITH DEVELOPERS TO INTEGRATE A BACK-END DATABASE CAPABLE OF HOSTING 1,000,000+ USERS INTO A FRONT-END THAT IS CLEAR AND USER-FRIENDLY.

FOUNDER & DESIGNER - ASTRA CLOTHING

[SAN JOSE, CA | 9/2013-PRESENT]

- RESPONSIBLE FOR BRAND AND ALL CREATIVE INITIATIVES OF THE CLOTHING LINE.
- DEVELOP AND PRODUCE ORIGINAL, PROVOCATIVE DESIGNS TO BE SCREENPRINTED ONTO HIGH QUALITY GARMENTS.
- WORK CLOSELY WITH CLIENTS AND THE PRINTING FACTORY TO MAKE SURE PRODUCT QUALITY IS AT ITS PEAK AND CUSTOMER SATISFACTION IS SURPASSED.

S K I L L S / E X T R A C U R R I C U L A R

TRIBAL MEMBER

[CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION]

UCSC MEN'S TENNIS TEAM

[2009, 2007 NCAA NATIONAL TENNIS CHAMPION]

[EARNED #5 NATIONAL RANKING: SINGLES & DOUBLES]

IJA MEMBER

[EXPERT JUGGLER]

FRENCH LANGUAGE