

Maxwell Zaleski

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A multidisciplinary designer with five years of experience, on a humanistic quest to enchant visual interactions. Competency in digital design, editorial design, motion graphics, marketing campaigns, and management.

Experience

Rue Gilt Groupe (RGG)

Mar. 2022 - Dec. 2024

Associate Designer

- Designed 65 emails for multidepartmental marketing campaigns.
- Worked cross-functionally between Gilt, Rue La La, and Gilt City brands.
- Helped Senior Designers rebrand both Gilt's and Rue La La's loyalty programs.
- Created 16 video reels for social media channels, and guidelines for influencers.
- Designed over 140 boutique graphics for Gilt's emails and web storefront.
- Gilt City clients include: Disney, Banana Republic, New York City Ballet, and Kia.

Fitchburg Art Museum (FAM)

May 2021 - Mar. 2022

Marketing and Design Intern + Freelance Designer

- Designed the 2021 Annual Report and the 2022 calendar for FAM.
- Collaborated interdepartmentally to design 3 flyers, 5 animations, digital newsletters, and a postcard mailer to promote upcoming events at FAM.
- Updated 4 web pages and created 3 new web pages on the FAM website.
- Designed advertising collateral for an intermodal transit center and city bus.
- Created 6 social media motion graphics using Cinema 4D and Redshift.

Massachusetts Daily Collegian Newspaper

May 2017 - May 2019

Graphics Production Manager

- Managed 6 designers and instructed them on software and design principles.
- Designed newspaper front pages, sports story infographics, advertisements for local businesses, social media motion graphics, and skyboxes.
- Worked directly with 5 advertising clients.
- Rebranded the newspaper logo and updated the website typography.

TEDxAmherst

Oct. 2018 - Apr. 2019

Lead Graphic Designer, Volunteer

American Institute of Architecture Students (AIAS), UMass Amherst

Aug. 2017 - Mar. 2019

Graphics Coordinator, Volunteer

Education

University of Massachusetts Amherst

Sep. 2015 - May 2019

Bachelor of Science, Architecture, GPA: 3.72

Expertise

Adobe Photoshop, Adobe Premiere, and Microsoft Office

7 Years

Adobe InDesign, Adobe After Effects, and Sketch

6 Years

Rhinoceros, AutoCAD, Cinema 4D, V-Ray, and Adobe Illustrator

4 Years

Adobe XD, Figma, SketchUp, and CSS Web Design

3 Years