

# Max Murillo

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## Skills & Knowledge

Art Direction, UI Design, UX Design, Design System, Responsive Design, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Accessible Design, Digital Design, Web Development, Experiential Design, SEO, Customer Journey Mapping, Figma, Sketch, Adobe XD, Zero Height, Wordpress, HTML, CSS

## Education

**California State University of Northridge**

Bachelor of Arts

## Work Experience

### Pawlicy Advisor

**Marketing Designer** | June 2023 – Present

### ZipRecruiter

**Senior Designer** | November 2021 – May 2023

- Led the design of an online job board initiated by the Biden-Harris Administration, resulting in 40,000 page views, 300 job alert subscriptions, and 100 school inclusion requests
- Designed lead-generating landing pages, advertisements, social posts, newsletters, and apparel in partnership with major sports organizations and influencers (NBA, UFC, IPL, US Open, PBR)
- Designed quarterly reports and sales presentations for company executives and shareholders, resulting in increased sales and lead generation
- Contributed to design and development of digital ads, direct-mail ads, blog posts, infographics, photography, logos, icons, and illustrations

### Bluebeam Inc.

**Visual Designer** | November 2016 – November 2021

- Created hundreds of wireframes, interactive prototypes, user flows, process flows, and site maps to effectively communicate design ideas
- Maintained visual design systems for company's marketing website, landing pages, and emails, leading to improved communication and production in design and development process
- Led design of visuals for company's annual in-person user conference with 1,000+ attendees

### Axess Products Corporation

**Graphic Designer** | January 2016 – October 2016

- Designed the complete suite of marketing and communications content, including collateral, ads, blog posts, presentations, product packaging, and product photography
- Developed the e-commerce website, resulting in online sales, online support, data tracking, and online revenue

### California State University of Northridge, University Student Union

**Graphic Artist** | May 2014 – January 2016

- Designed marketing materials for campus events, services, and initiatives
- Collaborated on concept, development, and building of social media posts, presentations, print collateral, email campaigns, environmental signage, and video promotions

## Freelance Work

### Benefit Packages

**Freelance Web Designer** | April 2016 – December 2022

- Successfully designed and developed healthcare insurance website, creating a company online presence and generating hundreds of leads within the first week
- Worked with the client to design a prospective customer journey, connecting multiple lead generating channels with the sales team

### Bynder Group

**Freelance Graphic Designer** | May 2016 – July 2016

- Designed moodboards, sketches, and presentations for dental health insurance client's rebranding