

Maxwell Zaleski

Portfolio: maxwellzaleski.com

hello@maxwellzaleski.com

+1 978 424 8149

A multidisciplinary designer on a humanistic quest to re-enchant the human experience. Competency in graphic design, marketing campaigns, web design, editorial design, experiential design, and management.

Experience

Fitchburg Art Museum (FAM)

May 2021 - Present

Freelance Designer

- Designed the 2021 Annual Report.
- Collaborated with the Deputy Director for Advancement and Administration, Marketing Manager, and Curatorial Department to design 3 flyers, 5 animations, 2 digital newsletters, and 1 postcard mailer to promote upcoming events at FAM.
- Updated 4 web pages and created 3 new web pages on the FAM website.

Marketing and Design Intern

- Collaborated with the Marketing Manager to create 20 graphics for a #MondayMotivation Twitter campaign.
- Collaborated with the Director of Education to design 3 Learning Lounge graphics.
- Designed advertising collateral for an intermodal transit center and city bus.
- Created 6 social media motion graphics using Cinema 4D and Redshift.
- Designed the 2022 calendar for FAM.

The Massachusetts Daily Collegian Newspaper

May 2017 - May 2019

Graphics Production Manager

- Managed 4 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 with 5 advertising clients directly.
- Rebranded the newspaper logo and updated the website typography.

TEDxAmherst

Oct. 2018 - Apr. 2019

Lead Graphic Designer

- Collaborated with 13 students to organize 11 speakers for TEDxAmherst.
- Managed the production of the event website.
- Designed all social media graphics and event merchandise.
- Copywriter for the poster slogans advertising the event.
The attendance increased by 400 percent, with 500 people present.

The American Institute of Architecture Students (AIAS), UMass Amherst

Aug. 2017 - Mar. 2019

Graphics Coordinator

- Created 25 promotional posters for AIAS chapter events.
- Designed 11 exhibition graphics for the AIAS student work showcase.
- Redesigned the AIAS, UMass Amherst chapter logo.

Education

University of Massachusetts Amherst

Sep. 2015 - May 2019

Architecture, Bachelor of Science, GPA: 3.72

Sustainable Community Development, Academic Minor, GPA: 4.00

Expertise

Adobe Photoshop, Adobe Premiere, and Microsoft Office

6 Years

Adobe InDesign, Adobe After Effects, Adobe Illustrator, and Sketch

5 Years

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

4 Years

Adobe XD, SketchUp, and CSS Web Design

3 Years