

Maxwell Zaleski

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

Experience

Rue Gilt Groupe

Mar. 2022 - Present

Associate Designer

- Designed 16 long-form emails for interdepartmental marketing initiatives.
- Created 14 motion graphics and video reels for social media channels.
- Designed over 130 boutique graphics for the Gilt website's homepage.
- Clients include: Banana Republic, Kia, Omni Hotels, and the NYCB.

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.

The 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

- Collaborated with 13 students to organize 11 speakers for TEDxAmherst.
 - 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, Volunteer

- Created 25 promotional posters for AIAS chapter events.
- Redesigned the AIAS, UMass Amherst chapter logo.

Education

University of Massachusetts Amherst

Sep. 2015 - May 2019

B.Sc., Architecture, GPA: 3.72

Expertise

Adobe Photoshop, Adobe Premiere, and Microsoft Office

7 Years

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

6 Years

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

4 Years

Adobe XD, SketchUp, and CSS Web Design

3 Years