

Maxwell Zaleski

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Five years of design experience creating sophisticated visual interactions. Proficient in Adobe Creative Suite; brand systems; web, graphic, and UX design; 2D/3D modeling, graphics, and animation; and production management.

Experience

Fitchburg Art
Museum (FAM)

May 2025 - Present

Marketing
Associate

Rue Gilt
Groupe (RGG)

Mar. 2022 - Dec. 2024

Associate
Designer

- + Designed 65 email campaigns for RGG's three sub-brands.
- + Assisted in Product Design's update of the Gilt app's icon, splash screen, and UI.
- + Helped Senior Designers rebrand both Gilt's and Rue La La's loyalty programs.
- + Edited videos for 3'x7' kiosks at ShopSimon premium outlets.
- + Gilt City clients include: adidas, Disney, and Banana Republic.

Fitchburg Art
Museum (FAM)

May 2021 - Mar. 2022

Marketing and Design Intern
& Freelance Designer

- + Oversaw FAM's first foray into 3D social media motion graphics.
- + Designed the 2021 Annual Report and the 2022 calendar for FAM.
- + Updated 4 web pages and created 3 new web pages on the FAM website.
- + Designed advertising collateral for a transit center and city bus.

Massachusetts Daily
Collegian Newspaper

May 2017 - May 2019

Graphics Production
Manager

- + Managed 6 designers and instructed them on color theory and design layout.
- + Designed newspaper front pages, sports infographics, and social media animations.
- + Worked directly with 5 advertising clients.
- + Rebranded the newspaper logo and updated the visual design of the website.

TEDxAmherst

Oct. 2018 - Apr. 2019

Lead Graphic Designer,
Volunteer

AIAS, UMass Amherst

Aug. 2017 - Mar. 2019

Graphics Coordinator,
Volunteer

Maximum Capacity Lab

May 2017 - Present

Designer,
Self-employed

Expertise

Adobe Photoshop, Adobe
Premiere Pro, and Microsoft 365

Adobe InDesign, Adobe After
Effects, and Google Workspace

Sketch, Cinema 4D, Rhinoceros,
AutoCAD, and Adobe Illustrator

Figma, 3D Printing, HTML coding,
Adobe XD, Unity, and Redshift

7 Years

6 Years

4 Years

3 Years

Education

University of Massachusetts
Amherst

Sep. 2015 - May 2019

Bachelor of Science
Architecture, GPA: 3.72

Academic Minor, Sustainable
Community Development