



Max Williams

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Profile

Senior graphic designer with a passion for creative design solutions. Over 5 years experience in print design and the publishing industry. Thorough knowledge of the design process and what it takes to produce eye-catching design from the initial stage of ideation through to the final piece. Dedicated to effective visual communication.

Work Experience

SENIOR GRAPHIC DESIGNER, City Spirit Natural Pages
Petaluma, CA; February 2004 – April 2009

In charge of design, layout and production of 8 biannual publications. Conceptualized and implemented a large variety of design including: book layout, articles, advertisements, logos, identity, business systems, marketing collateral, email marketing, invitations, posters and signage. Listened to needs of clients and co-workers to efficiently communicate their message. Found and bought appropriate stock imagery for use in designs. Redesigned company's publications to stay current with design trends, improve readability and efficiently use space to lower printing costs. Redesigned Natural Pages brand identity giving a consistent look to marketing materials and improving brand recognition. Created press-optimized PDFs to printer specifications. Illustrated full-color book covers as well as black and white illustrations. Solved technical problems through research and trial and error. Organized FoxPro publication data in Filemaker for import into QuarkXPress.

FREELANCE DESIGN
September 2001 – Present

Graphic design work for various clients including: product visualization, logos, illustration, forms, invitations and web sites.

GRAPHIC DESIGNER, Associated Students Bookstore
November 2000 – August 2001

Worked with a team of designers to create design for the CSU Chico bookstore. Designs included: advertisements, brochures, flyers, posters, maps and signage.

GRAPHIC DESIGNER, O'Reilly & Associates
June 2000 – August 2000

Summer Internship. Learned the ins-and-outs of working in a corporate design team. Applied classroom experience to real-world projects. Worked under direction of art director alongside other designers to create marketing collateral including: advertisements, brochures, flyers, posters and signage.

Skills

Expert with QuarkXPress, Illustrator CS3, Photoshop CS3, Acrobat, Suitcase and Mac OS X. Experienced with InDesign CS3, Dreamweaver, GoLive, Filemaker and Word. Ability to work within a team to accomplish a common goal. Knowledge of photography equipment and photographic principals from capturing the image to post-processing.

Education

California State University Chico, Chico, CA
Degree: Bachelor of Arts in Communication Design, 2001
Awarded Berryman Graphic Design Award, Member of Designers in Progress

Santa Rosa Junior College, Santa Rosa, CA
Degree: Associate of Arts, 1998