Max Nanzig Visual Design & Art Direction

Skills
Brand
UI Design
Illustration
Iconography
Marketing
Digital & Print
Typography
Photography
HTML
CSS
JQuery

Industries
Insurance / Finance
Startup / Tech
Real Estate
Auto
E-Commerce
Business Consulting
University

Software
Adobe Suite
Sketch
Zeplin
Microsoft Office

Education
Front-end Web Development
General Assembly (2019)

B.A. Communication Studies
University of San Diego (2013)

References
Kristine Chatterjie
UI Designer
Motorola
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Cora Majewski
Brand Manager
ParkWhiz
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Justin White
Sr. Software Engineering Manager
Capital One
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Graphic Designer | Ryan Specialty Group | 2018 - Present
» Collaborating with business stakeholders and marketing managers by providing art direction and designs for all visual aspects of over 30 managing general underwriting and wholesale broker brands
» Self-managing multiple projects and timelines simultaneously from initiation through to completion
» Projects ranging from online portals, client websites, print & digital marketing collateral, branding and logo design, sales/marketing sheets, PowerPoint presentations and templates, tradeshow displays, and email blasts
» Coordinating with and providing feedback to freelance designers and outside vendors for print, digital and web development needs

Graphic Designer (Contract) | Assurance Agency | 2018
» Created original and updated existing flyers, banners, images, infographics, table tents, and desk drops for B2B, B2C, and internal communications.

Associate Art Director | ParkWhiz | 2016-2018
» Applied findings from UX and marketing analysts to update the B2C and B2B brands and established a complete visual brand overhaul that included a comprehensive marketing and UI style guide.
» Designed a suite of custom icons for web, mobile, and marketing.
» Designed wireframes and comps for promotional landing pages, email designs, and digital and print marketing collateral.
» Attended and participated in "show-and-tell" meetings with the product design team to ensure a cohesive brand experience across all mediums and platforms.

Graphic Designer (Contract) | The Tie Bar | 2015
» Interpreted brand guidelines to develop a comprehensive UI style guide.
» Designed a favicon that has since been adopted as the company's secondary / mobile logo.
» Assembled email newsletters, edited product imagery, and designed a fresh suite of display ads and hero images that generated user interest and click-throughs.

Graphic Designer (Contract) | KEO Partners | 2014
» Held client interviews to develop the company's mission and vision and, with this information, created a visual brand meant to appeal to a B2B audience.
» Designed low-fi wireframes and high-fidelity mockups for a single-page website.

Co-Founder & Visual Design Lead | OnMyBlock | 2013-2014
» Established brand style guidelines.
» Collaborated with UX lead to create user flows and low-fi wireframes, then translated them into high-fidelity mockups that were pitched to major investors.
» Coordinated with web developers and sales team to maintain brand consistency and ensure congruous visual messaging throughout the website, mobile app, customer experience, and marketing materials.
» Concepted and designed collateral for a marketing campaign that tripled web and social media traffic.