



Carla J. Max

BRAND • PRINT • INTERACTIVE • MEDIA • SPATIAL : DESIGN

Vitae - Resumé

EDUCATION / HONORS

- Cal-State University, Long Beach - B.A. MAJOR: Art MINOR: Marketing • Pride Awards: Packaging & Menu Designs - Printing & Imaging
- Marketing Scholarship - Western Association of Food Chains • Polly Bond Award: Excellence in Communications - Episcopal Communicators
- Employee recognition award for going "above and beyond" on design project

RELEVANT SKILLS

- Provides multi-disciplinary design solutions using legacy and innovative tools with agility
- Thrives in collaborative team-oriented environments, quickly earning the trust of others
- Employs the art of listening, building excellent lines of communication throughout design process

Summary of Relevant Skills & Competencies

HIGH-EXPERT: ADOBE: Creative Cloud Apps InDesign, Illustrator, Photoshop, Acrobat; Print & Prepress; Photography & Retouch; Pitching & Presentation; Typography, Font Selection, Calligraphy; Color Theory & Specification; Real-time Rendering & Conceptualizing; Painting Techniques & Murals;

INTERMEDIATE: ADOBE Premiere, Animate, Dreamweaver; MS Office; Maps and Cartography; Website maintenance Google, GoDaddy; Windows & Mac OS; Construction & Fabrication; Copywriting-editing; Illustration; Conversational Spanglish

BASIC-ONGOING DEVELOPMENT: 3d rendering, mapping tools; Sketchup; MS Teams; Analytics; Adobe certification; Spanish language

RELEVANT WORK EXPERIENCE

Graphic Designer **City of Littleton** - Littleton, CO
Design and produce print and digital collateral for internal communication. Manage vendors, maintain equipment, track inventory and purchases. Assist communication team and city-wide needs, staging and marketing, signage, presentations, reports, cartography as needs arise.

Owner, Principal Designer **C.J. Max Art** - Littleton, CO
Conceptualize, pitch, design, execute projects from concept through launch as principal designer. Develop brands and consult all aspects of image & marketing. Branding & identity in print, environmental, interactive, web & multi-media. Loyal and diverse national clients.

Graphic Designer **Precision Graphics, Inc.** - Denver, CO
Designed and produced print material for full service printing firm. Designed internal promotional and marketing materials. Developed project tracking system to increase efficiency and communication among departments. Trained sales reps in design and prepress.

Graphic Designer **PST, Inc.** - Denver, CO
Designed and produced promotional material for telecommunications sales and marketing firm. Managed corporate identity. Designed and developed training program, recruitment and promotion materials. Maintained graphic software. Principal client: MCI - Consumer Sales

Graphic Designer **Leon Richman Design, Inc.** - Orange, CA
Supervised design teams on international & national product lines. Executed extensive fabrication and comping techniques. Assisted photo-shoots, engaged frequently with clients. Responsible for design and production of press-runs in millions, in collaborative, demanding atmosphere under strict time and quality standards. Partial client list: Beatrice/Hunt-Wesson • Kal Kan • Presto • Kelloggs • Knotts Berry Farm • Allergan

LIFE & SERVICE EXPERIENCE

The Home Depot - South Denver, CO
• Floor and Decor design specialist, advising and building estimates for diverse pro and retail customers, teaching demos and clinics.

El Puente Bilingual Toastmaster Club - Denver, CO
• Participant and member in only bilingual club in the state refining communication skills fluidly between first second, third languages.

The Curtice Center www.thecurticecenter.com
• Branded, designed, assisted construction labor and finishing on 1906 building transformation into professional offices.
• Co-own, market, manage property for counseling offices.

Colorado Community Media
• Worked for Denver-metro legacy media firm - Primary conflict-resolution for circulation reach of 100,000+ Refined distribution mapping.

AirBnB Independently managed short-term rental in-house, marketed, attained "SuperHost" status, seasonally hosting diverse world travelers.

Littleton Public Schools, CO
• Arts support for K-12 publics schools - taught art classes, mentored, staged events encouraged youth exploration in the Arts
• Board president, non-profit booster - restructured, budgeted, managed & recruited adult volunteers to support youth sports program

St Timothy's Church, Centennial, CO
• Editor, Designer, internal communication & marketing
• Art and Architecture Committee Member, advising contractor on property purchase, move & renovations
• Identity and Interior Designer & Professional Muralist, D-Zone Memorial Youth Center
• Liturgical Designer in greater Denver area, designing banners, art, & large-scale seasonal and event staging for worship spaces

Aurora County Mental Health - Judged annual art show benefitting community youth, Consultant for brand adaptation to various facilities

Regis University - Guest Lecturer for undergrad Communications Class

Episcopal Diocese of Southern California and Colorado - Leader of Youth Ministry programs, for various churches in both CA & CO

CONTACT INFORMATION AND ADDITIONAL REFERRALS AVAILABLE UPON REQUEST

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