



Maxwell Smith

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Skills

- Typography**
- Packaging Design**
- Photography**
- Copywriting**
- Page Layout**
- Email Marketing**

Tools

Illustrator	<i>August 2017 – April 2019</i>	Service Experience Specialist Nordstrom, Inc.
InDesign		<ul style="list-style-type: none">• Designed print materials for customer-facing and internal applications using corporate branding and campaign execution guidelines• Created text and photography-based content for store social media accounts
Photoshop		
Lightroom		
Microsoft Office	<i>February 2016 – August 2017</i>	Salesperson, Men's Sportswear Nordstrom, Inc.
Klaviyo	<i>September 2015 – February 2016</i>	Salesperson, Men's Suits Macy's, Inc.

Objective

Innovative graphic designer with a passion for creating visually striking and meaningful designs. Passionate about transforming visual concepts into compelling consumer experiences, I'm eager to collaborate with a forward-thinking team where I can drive creative breakthroughs and contribute to lasting brand growth.

Work Experience

Graphic Designer

Whiskey River Soap Company, LLC

- Developed eye-catching packaging designs and witty product labels that aligned with the brand's playful yet edgy aesthetic, ensuring strong shelf presence and consumer appeal.
- Designed engaging in-store and trade show displays, incorporating bold visuals and strategic layout principles to maximize customer interaction and brand visibility.
- Strengthened brand recognition by refining brand elements, maintaining visual consistency across print and digital platforms, and evolving the identity to stay fresh while honoring its core essence.
- Created visually cohesive, well-organized product catalogs that effectively showcased the company's unique offerings, balancing typography, imagery, and storytelling.
- Designed compelling sales decks, brochures, and marketing assets to support sales initiatives, helping to communicate product value with humor and style.
- Crafted engaging email templates with strong typography, vibrant imagery, and well-structured layouts to enhance customer engagement and drive conversions.

Education

Columbus State Community College
Columbus, Ohio