

Max Wright

Interaction Designer

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EDUCATION

- **Bachelor of Science in Interaction Design** — Art Center College of Design **2021 - 23** / Pasadena, CA
- **Associate of Science in Graphic Design** — Santa Monica College **2017 - 20** / Santa Monica, CA

PROJECTS

- **UX Designer** Mars Inc. Sponsored Studio Project **2023** / Pasadena, CA
 - Collaborated in a multi-disciplinary team with graphic designers & industrial designers.
 - Led efforts for user-focused design, for a new target audience, by **combining qualitative user research (user interviews, contextual inquiry) & quantitative data** to derive insights & inform design direction.
 - Ideated customer-facing product concepts, mobile applications, & product strategy.
 - Translated focus groups, customer feedback, & use cases, in **an agile development environment**, to articulate product improvements & refine concepts utilizing an iterative design process.
 - Delivered **detailed design specifications**, physical prototypes, & mockups in visual presentations.
- **UX/UI Design** Desktop App **2023** / Pasadena, CA
 - Conducted market research of AI services to identify industry trends, pain points, & insights.
 - **Sketched wireframes, a user-friendly interface, & process flow diagrams.** Refined into a proof-of-concept Figma prototype, by conducting A/B testing & surveys, for a Typeface Design platform.
- **Automotive UX Design** EV Concept **2023** / Pasadena, CA
 - Compared & analyzed electric vehicles, then collaborated in tools like Miro & Trello for constant communication, to track tasks/issues, & to **brainstorm user journey maps, personas, & concepts.**
 - Conceptualized brand-appropriate, multimodal HMI & HCI in an animated Figma prototype.
- **Mobile UI Design** Mobile App & Design System **2022** / Los Angeles, CA
 - Shaped wireframing & user flows into a **robust design system, design patterns, storyboards, & high-fidelity clickable prototype** using Adobe Illustrator & Figma for a pseudo-social media app.

WORK

- **Teaching Assistant** Art Center College of Design **2023** / Pasadena, CA
 - Mentored 20 students in **UX design principles** with feedback in design reviews through each phase of problem definition, brainstorming, iteration, & user testing of concept development.
 - Encouraged a collaborative workflow, proactive communication, & dedication to a user-focus to help students **translate user research** methods into **innovative digital design solutions.**
 - Replaced outdated content, utilizing motion design in Adobe AfterEffects for an onboarding video, for 120 new students with a focus on project planning & time management.
- **Visual & UX Designer** Freelance **2018 - 21** / Los Angeles, CA
 - Utilized heuristics & **usability testing** to optimize website layouts, & refine information architecture to create a frictionless experience. Interfaced with engineers to understand technical requirements. Ensured successful implementation leading to an **improvement of time on task & conversion rates.**
 - **Tailored creative solutions** by applying expertise in visual design standards, color theory, & typography. Produced digital media, style guides, visual identities, & print collateral as needed.
- **Manager** BevMo **2015 - 21** / Los Angeles, CA
 - Monitored **performance metrics analysis (KPIs), customer needs, & industry trends** for data-driven budget decisions in a high-volume beer department, which drove **10%+ yearly sales increases.**
 - Employed customer service techniques, such as **open-ended questions, honest conversations, & creative problem-solving**, to enhance customer satisfaction & boost sales by 35%+ at peak.

SKILLS

- User Experience Design
- User Interface Design
- User Experience Research
- Project Management
- Responsive Design
- Design Thinking
- Web Standards
- Accessibility

TOOLKIT

- Figma • Figjam
- Adobe Creative Suite
- Photoshop • Illustrator • InDesign • AfterEffects
- Front-End Code (HTML • CSS • JavaScript)
- Collaboration Tools (Jira • Trello • Slack • Miro)