

# Rachel Max

## See my work

[www.rachelmax.com](http://www.rachelmax.com)

## Write to me

[rach@rachelmax.com](mailto:rach@rachelmax.com)

## Call me

347.563.7609

## Specialties

Product Design

Motion Design

Creative Direction

Illustration

Team Coordination

## Hello!

I have an eye for detail and a desire to make everything easier and more fun to use. My goal is to create experiences which are engaging and which resonate with users. I love being involved in the entire creative process, from research to delivering a perfect slice of awesome — preferably with a healthy dash of polished whimsy.

## Work experience

### **Freelance Product Designer, Motion Designer, and Consultant, 09/16 - present**

I'm available for part-time, remote freelance projects while I attend graduate school.

### **Coffee Meets Bagel, Head of Product Design, 11/15 - 09/16**

Making dating fun again on iOS and Android. Other than product design, I also provided career mentorship and served as a liaison to other departments. I managed project milestones and deadlines for my team.

### **Hotel Tonight, Senior Product Designer, 2/15 - 11/15**

UX design, UI design, and interaction design for new features on the iOS platform. I also worked closely with developers to implement designs.

### **Houzz, Product Designer, Contract, 1/14 - 2/15**

I ideated, prototyped, did visual design, interaction design, user experience design, and motion design to help create a cohesive, beautiful user experience for the Houzz apps. I also contributed to the Houzz video projects as a title designer and art director.

### **Freelance User Experience and Motion Designer, 08/13 - 12/13**

### **Apple, Inc., Senior Animator and Designer, 09/07 - 06/13**

Worked on iMovie (Desktop and iOS), iPhoto, Garageband, Aperture, and iOS Cards App. Helped design overall User Experience of consumer applications. Designed motion of UI and transitions between states in iPhoto, Aperture, Garageband. Designed content for iMovie and iPhoto titles, themes, and slideshows. Prototyped iteratively, developed and nurtured strong relationships with engineers. Was responsible for spec delivery, working within OS constraints, and creative direction for implementation of designs. In 2007, Designed original titles which 3 Million users could easily drop into their projects. Licensed new fonts. Built final titles in Quartz Composer.

### **Freelance Broadcast Designer and Animator, NYC, 03/03 - 08/07**

Design, Animation, Compositing, Authoring, Art Direction. Clients Included: Big Film Design, Nickelodeon, MTV, BAM, Sesame Workshop, Bright Eyes Tour Visuals, Nike, The History Channel, NBC Universal, and Discovery Kids.

### **Slamdance Film Festival East Coast Coordinator, 2004 - 2006**

Managed screenings and Q&As in NYC at the DGA and in the East Village of award-winning Slamdance films. Shook Ryan Gosling's hand, TWICE.

### **Shorts International, Writer, Director, Animator, 2001 - 2004**

Made four short award-winning animated films that have screened in over 80 festivals worldwide and on IFC, Sundance, and Comedy Central.

## Patents

Printed Item Selection Interface - US 20120050788 A1 - Publication Date March 1, 2012  
Filtering Based on Device Orientation - US20140092125 A1 - Publication Date April 3, 2014

## Tools

After Effects

Sketch

Photoshop

Illustrator

Cinema 4D

Processing

HTML 5

CSS 3

Keynote

Premiere

## Teaching experience

### **UC Davis, Design Department, 09/16 - Present**

Teacher's Assistant for Type in Motion, Typography, and Message Campaign Design

### **Sessions College For Professional Design, NYC, 01/06 - 05/06**

After Effects and Animation Course - still used present day

### **American University, Washington DC, 09/03 - 11/04**

Visiting Lecturer - New Media and Design

### **The Corcoran College of Art & Design, Washington DC, 01/01 - 12/03**

Adjunct Faculty - Animation and Graphic Design

## Published work

After Effects on the Spot Co-Author - CMP Books

Design Essentials by Angie Taylor - Featured Artist

Creative After Effects 7 by Angie Taylor - Featured Artist

After Effects @ Work - Contributor and Featured Artist - CMP Books

Photoshop for Non-Linear Editors - Contributor and Featured Artist

## Speaking engagements and shows

June 2018 - Jan and Maria Manetti Shrem Museum, UC Davis - MFA Exhibition

September 2017 - Ars Electronica, Linz, Austria

*Transduction*, performance by Jiayi Young - assistant and participant

September 2014 - Reasons To Be Creative Conference, Brighton, England

Artist Talk on the importance of playfulness and humor in Design.

## Awards

Best of Berkeley Film Festival Award

2 Silver Telly Awards

Cine Golden Eagle

Best of Show, Rosebud Film Festival

Best Short Animation, Silver Sprocket International Film Festival

International Television and Video Association Award

Rosebud Film Festival Award

Washington Film and Video Council Award for Scriptwriting

Washington Film and Video Council Award for Animation

Rosebud Film Festival Award

## Education

MFA, Design, expected graduation June, 2018

Interdisciplinary: focus on interactive design, sensor technology, and physical computing

University of California, Davis, CA

B.S. Cinema and Photography, 1998

Concentration in Film Production with double Minors in Audio Design and Italian

Ithaca College, Ithaca, NY

## International stuff

EU and US Citizenship

Italian Language Skills (non-native)

## Memberships

Interaction Design Association

AIGA

Association Internationale du Film d'Animation