

Rachel Max

About

See my work

www.rachelmax.com

Write to me

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Specialties

Creative Direction

Design Management

Mobile Product Design

Visual Design

User Experience Design

Motion Design

Physical Computing

Prototyping

Creative Coding

Typography

I am a designer with over fifteen years of experience in mobile product design, user experience design, and animation. I am looking to join a team doing design centered work which combines tactile product design with interactive, immersive experiences.

For the past three years, I've been pursuing an MFA in Design and an MA in Computational Art in order to expand my design practice and become more technical. After many years in the United States, I currently reside in London and hold Irish citizenship.

Employment history

Designer, Consultant, and Creative Technologist, 09/16 - present

Consulted with various Start-ups on design and strategy including Forward Labs. Designed, prototyped, and built over 15 interactive projects during my MFA and MA.

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

I supervised the design of iOS and Android apps, provided career mentorship to junior designers, and served as a liaison to other departments. I managed project milestones and deadlines for my team as well as being lead designer. I also conducted research and user testing.

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, 1/14 - 2/15

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

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.

Tools

openFrameworks

Processing

MAX 8

Machine Learning

Arduino

After Effects

Sketch

Unity

Photoshop

Illustrator

Cinema 4D

HTML

CSS

Bootstrap 4

Keynote

Speaking engagements and shows

September 2019 - *Threads*, Computational Arts MA/MFA Degree Show, St. James Hatcham Church, New Cross, London

April 2019 - *BANG!*, *Play With Your Food* Performance, SET Dalston, London

May 2019 - *2POP||!2POP*, Goldsmiths MA/MFA Pop-up Show, Ben Pimlott Building, New Cross, London

Feb 2019 - *Get Lerped*, Goldsmiths MA/MFA Pop-up Show, St. James Hatcham Church, New Cross, London

March 2019 - *Play With Your Food* Performance, St. James Hatcham Church, New Cross, London

June 2018 - *I Just Wanted To Make A Pillow That Would Talk To Me*, MFA Exhibition, Jan and Maria Manetti Shrem Museum, UC Davis, USA

September 2017 - *Transduction*, performance by Jiayi Young. I acted as both an assistant and participant. Ars Electronica, Linz, Austria

September 2014 - *More Cowbell*, artist talk on the importance of playfulness and humor in Design. Reasons To Be Creative Conference, Brighton, England.

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

Education

MA Computational Arts, expected Sept 2019
Goldsmiths University of London, UK

MFA Design, 2018
Interdisciplinary Design including 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

Dual Irish and United States citizenship

Italian Language Skills (non-native)

Selected animation and writing 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

2 Rosebud Film Festival Awards

Scriptwriting Award, Washington Film and Video Council

Animation Award, Washington Film and Video Council