

Rachel Max

About

I am a multidisciplinary designer with over 15 years experience in digital product design, Interaction design, UI & UX, and motion design for mobile, desktop, and responsive web. I also have managed and led design teams. I'm at my best when working in highly collaborative environments to make digital and built experiences intuitive, engaging, and memorable.

Employment history

Designer, Freelance, 10/20 - present
Washington DC

Principal Designer, Art Director, & Brand Manager for non-profit organizations.

Principal Designer, CAPinside, 03/20 - 10/20
Hamburg, Germany

As Principal designer I led the interaction, UI, UX and visual design for a responsive B2B web-based investment community platform including a new messaging feature, how search and search results function, and investor profile designs. I also defined design strategy, expanded brand guidelines, and built and maintained a design system. The projects I worked on resulted in resoundingly positive customer feedback, engagement increased 30% in the first month, and CAPinside was acquired!

Designer and Creative Technologist, Freelance, 09/16 - 02/20
San Francisco and London

In my pursuit of two graduate degrees, I explored emerging and immersive technologies. Topics covered included supervised machine learning, electronics, IoT, Bluetooth LE, live computational performance, generative visuals, data visualization, projection mapping, creative coding, physical product design, rapid prototyping, computer vision, AR, working with Arduino & Raspberry PI and gestural interaction design.

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

As manager of the design team, I supervised the design, provided career mentorship to junior designers, and served as a liaison to other departments making sure design decisions were well articulated. I managed project milestones for my team as well as being lead designer - designing flows, systems, UI, UX, and interaction. I also supervised and organized the prototyping of new features and ran usability testing sessions, aggregating, evaluating, and implementing feedback gathered by qualitative and quantitative methods. The redesigned Android app was featured in the Google Play Store and engagement on previously hard to find features almost doubled.

Senior Product Designer, Hotel Tonight, 2/15 - 11/15
San Francisco, CA

UX design, UI design, and interaction design of new mobile features as well as redesigning the iOS app. I worked closely with Dev and QA teams to implement designs and animations. The app was featured in the Apple App Store and our rating went from 4 stars to 5 stars.

Product Designer, Houzz, 1/14 - 2/15
Palo Alto, CA

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.

Senior Animator and Designer, Apple, Inc., 09/07 - 06/13
Cupertino, CA

Designed user experience and interaction of consumer applications on MacOS and iOS including iPhoto, iMovie, Aperture, Garageband. Also designed content including titles, themes, and slideshows. Designing and prototyping iteratively, I developed and nurtured strong relationships with engineering and executive stakeholders. The iMovie titles I designed and built in Quartz Composer have been used by over 3 Million people!

See my work

rachelmax.com

Write to me

hello@rachelmax.com

Call me

202 286 8695

Specialties

UI & UX Design

Product Design

Interaction Design

Motion Design

Visual Design

Prototyping

Strategic Thinking

Creative Direction

Presentation Skills

Native App Design

Responsive Web Design

Creative Coding

Typography

Tools

Sketch

Lottie

Zeplin

After Effects

Photoshop

Illustrator

Cinema 4D

openFrameworks

Processing

MAX 8

Unity

iWork

MS Office

Code Skills

HTML

CSS

Bootstrap

JavaScript

Arduino

C++

Employment history continued

Film Festival East Coast Coordinator, Slamdance, 01/04 - 08/06

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*.

Broadcast Designer and Animator, Freelance, 03/03 - 08/07

New York City, NY

Design, Animation, Compositing, Editing, 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.

Speaking engagements and shows

January 2020 - Orator, Goldsmiths University of London Graduation Ceremony, Queen Elizabeth II Centre, Broad Sanctuary, Westminster

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

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, 2019

Explored combining design, art, and technology using creative computation
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 (intermediate)