

Max Colunga

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EXPERIENCE

WINGSTOP
Senior Brand Designer

Dallas, TX
August 2025 – Present

- Designed and produced digital marketing assets for CRM, email, web, and in-app campaigns, ensuring consistency across all customer touchpoints.
- Wrote and refined marketing copy for digital campaigns, balancing brand voice with clear, customer-focused messaging.
- Partnered with cross-functional teams including marketing, project managers, and stakeholders to develop creative solutions aligned with campaign objectives.
- Maintained and evolved Wingstop's visual brand standards across promotional, seasonal, and product launch campaigns.
- Integrated AI-powered tools into the creative workflow to accelerate ideation, streamline production, and improve overall team efficiency while maintaining brand quality.
- Created production-ready assets for digital channels, ensuring accuracy, quality, and adherence to brand guidelines.
- Managed multiple high-priority projects simultaneously, consistently delivering work on time in a fast-paced, deadline-driven environment.
- Collaborated within Figma and Adobe Creative Suite to streamline design workflows and improve creative efficiency.
- Interpreted creative briefs and transformed business objectives into engaging, customer-focused visual experiences.

FREELANCE
Art Director

Remote / Dallas, TX
June 2024 – July 2025

- Developed cohesive branding strategies, ensuring a consistent and impactful visual identity across digital and print media.
- Collaborated with clients, creative teams, and developers to bring concepts to life, from initial ideation to final execution.
- Managed multiple client projects independently, balancing deadlines, creative direction, and revisions while delivering high-quality results on time.
- Led the creative direction for diverse projects, crafting compelling visual narratives for brands across industries, including tech, entertainment, and lifestyle.
- Provided art direction for content, interactive experiences, and advertising campaigns, ensuring strong storytelling and visual engagement.
- Designed and developed modern, visually striking websites, ensuring seamless user experiences through intuitive layouts and responsive design.

NATIVE INSTRUMENTS
Lead Designer

Remote / Dallas, TX
June 2021 – May 2024

- Created photorealistic 3D renders and animations for product visualizations, promotional content, and interactive experiences.
- Designed UI/UX elements, branding assets, and marketing materials for music software, virtual instruments, and hardware products.
- Collaborated with developers, sound designers, and marketing teams to craft immersive visual experiences for music producers and artists.
- Designed engaging motion graphics and video content for product launches, tutorials, and social media, enhancing customer engagement.
- Worked on multiple projects simultaneously, prioritizing tasks effectively to meet deadlines while maintaining high creative standards and attention to detail.
- Develop and execute 3D models, animations, textures, and scenes, covering a wide range of styles and complexities.

EDUCATION

EL CENTRO COLLEGE
A.A.S. Digital Art & Design

Dallas, TX
2009-2012

SKILLS

Brand Identity • Art Direction • AI Workflows • UI/UX Design • 3D Visualization • Motion Design • Design Systems • Creative Strategy • Web Design • Copywriting

Tools: Figma • Adobe Creative Cloud • After Effects • AI • Cinema 4D • Octane • Framer