

Max Colunga

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EXPERIENCE

FREELANCE

Remote / Dallas

Art Director

June 2024 – Present

- 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

Remote / Dallas

Lead Designer

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.

MCCARTHY AGENCY

Dallas, TX

Graphic Designer

April 2018 – March 2021

- Designed high-impact marketing materials, including print ads, digital banners, vehicle wraps, and dealership branding, enhancing brand visibility for automotive clients.
- Developed visually compelling advertisements for web, social media, and email campaigns, driving audience engagement and lead generation.
- Collaborated with creative directors, copywriters, and marketing teams to execute cohesive advertising campaigns that aligned with client branding and goals.
- Refined design concepts based on client feedback, ensuring consistency with brand identity and campaign objectives.
- Managed multiple design projects under tight deadlines while maintaining high standards of quality and attention to detail.

EDUCATION

EL CENTRO COLLEGE

Dallas, TX

45 Credits Taken in Digital Art and Design A.A.S.

2009-2012

Relevant Coursework: Design, Web Design, Drawing, Photography, Painting

SKILLS

Design: Figma / Sketch / Photoshop / Illustrator / InDesign / Creative Cloud

3D: Cinema 4D / Plasticity / Substance Painter / Octane Render / Redshift

Video: After Effects / Media Encoder

Web Development: Framer, Basic HTML & CSS