

MAXXINE LIBERTY-POINT

EMAIL

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PORTFOLIO

WWW.MAXLIBPOI.COM

EXPERIENCE

ZOOM

VISUAL DESIGNER > SR. VISUAL DESIGNER > BRAND DESIGN MANAGER [4/20-6/24]

- + Managed and mentored a team of designers executing on a spectrum of internal and external marketing assets including Zoom's global brand refresh.
- + Led the design and development of Zoom's email design system and global email marketing campaigns for a 1 million+ global audience across 10 different languages.
- + Designed the company-wide slide presentation themes and trained the entire organization on its effective use, ensuring uniformity and adherence to brand standards across all departments.
- + Maintained Zoom's brand design system, guidelines, and digital asset management platform to ensure brand consistency and scalability.
- + Represented Zoom as a brand expert in a series of public-facing Zoom webinars.

ELECTRIQ POWER

CREATIVE DIRECTOR [2/19-4/20]

- + Managed and executed the company rebrand from inception to launch.
- + Designed all marketing assets including the company website, email outreach, paid social, brochures, slide presentations, trade show booth, and swag.
- + The success of the visual brand was instrumental in forging a major partnership deal with Panasonic and led to the company's IPO.

LUMINA COMMUNICATIONS

BRAND DESIGNER > DESIGN DIRECTOR [12/12-12/18]

- + Managed and executed all design projects for the agency's diverse portfolio of clients in industries such as cybersecurity, I.T. infrastructure, enterprise software, and logistics.
- + Delivered on a wide range of projects including rebrands, website designs, presentations, print documents, tradeshow booths, and social media ads.
- + Grew the design business year-over-year, underlining a consistent ability to deliver impactful results.

EDUCATION

B.A. IN FILM & DIGITAL MEDIA

[UNIVERSITY OF CALIFORNIA - SANTA CRUZ]

CERTIFIED BRAND SPECIALIST

[LEVEL C]

SKILLS + TOOLS

VISUAL DESIGN

[ILLUSTRATOR, PHOTOSHOP, FIGMA, INDESIGN, AFTER EFFECTS, PREMIERE, ACROBAT]

WEB & EMAIL DESIGN

[FRAMER, WEBFLOW, DREAMWEAVER, GITHUB, LITMUS, MAILCHIMP, HUBSPOT]

PRESENTATION DESIGN

[POWERPOINT, GOOGLE SLIDES, KEYNOTE]

PROJECT MANAGEMENT & COLLABORATION

[ASANA, JIRA, ZOOM, SLACK, GOOGLE WORKSPACE]

OTHER

TRIBAL MEMBER

[CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION]

2-TIME NCAA NATIONAL TENNIS CHAMPION

[UC SANTA CRUZ MEN'S TENNIS TEAM]

EXPERT JUGGLER

[INTERNATIONAL JUGGLERS' ASSOCIATION MEMBER]