

Max Colunga

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EXPERIENCE

FREELANCE

Remote / Dallas

Art Director & 3D Artist

March 2021 – Present

- Working closely with the client, account, strategy, and engagement teams to understand all the key objectives and information in our creative brief.
- Collaborate with strategic and development teams to ensure creative concepts can be executed and are optimized for the customer journey.
- Oversee multiple projects simultaneously, ensuring timely delivery and adherence to client expectations.
- Provide art direction for a variety of media including print, digital, video, and social media, ensuring a cohesive and integrated approach.
- Develop and execute 3D models, animations, textures, and scenes, covering a wide range of styles and complexities.
- Participate in the entire creative process, from initial sketches and models to final renderings

MCCARTHY AGENCY

Dallas, TX

Graphic Designer

April 2018 – March 2021

- Collaborated with internal stakeholders to develop and create visual content that communicates the company's message effectively and creatively
- Designed graphics, infographics, illustrations, and layouts for presentations, digital and print materials, and internal communications
- Managed multiple projects simultaneously and liaise between the Production, Copywriters, and Account Executive teams to ensure deadlines are met.
- Collaborated with the Production and Account Executives to ensure consistency in branding across all company communication channels
- Managed graphic designs from conception to delivery

LIVE NATION

Dallas, TX

Jr Graphic Designer

February 2016 – March 2018

- Assisted in the creation of various design materials, including but not limited to logos, brochures, flyers, social media graphics, website elements, and other marketing collateral.
- Brainstormed with marketing team and ability to collaborate with various teams to conceptualize creative communications fulfilling project objectives.
- Collaborated with the design team to make necessary modifications and revisions to existing designs based on feedback and requirements.
- Maintained brand consistency throughout all design projects, ensuring adherence to established brand guidelines and standards.
- Performed basic image editing tasks, such as cropping, resizing, retouching, and color adjustments, to enhance the visual appeal of designs.

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 / Photoshop / Illustrator / InDesign / Creative Cloud

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

Video: After Effects / Media Encoder

Web Development: Framer