

# Max Dotson

art director – designer – creator

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[Maxdotson.com](http://Maxdotson.com)

## Education

University of Florida  
BFA Graphic Design

## Skills

Branding  
Image Editing  
Creative Ideation  
Photography  
Video Editing  
Motion Design  
Narrative Design  
Music Direction  
Web Design  
Project Management  
Print Production

## Tools

Photoshop  
Illustrator  
After Effects  
Premiere  
InDesign  
Figma  
Audacity

## Experience

SHARC (Southern HIV and Alcohol Research Consortium)  
Creative Administrator **March 2022 - Present**

- Directed creative output, photography, and public communication
- Establish brand guidelines for SHARC research studies
- Created event branding for the 2023 and 2024 Florida HIV CPR conference

IPG Health

Art Direction Intern **May 2023 - August 2023**

- Assisted in campaign visualization and concepting
- Design campaign materials and guidelines
- Developed brand systems for rare disease treatments

The Agency at UF

Creative Department Manager **February 2023 - October 2023**

- Directed a 40 person creative team
- Restructured department leadership
- Directed creative process, agency brand, and internal creative direction
- Oversaw creative output on key clients  
Clients Include: Disney Advertising, Analog Folk, Gators Unidos

Lead Art Director **May 2023 - February 2023**

- Led creative strategy meetings and art director training program
- Assisted in the development of The Agency's re-brand initiative
- Directed campaign development and creative ideation  
Clients Include: Amazon, HULU, NUTRL Atlas Social Listening Lab

## Involvement and Achievements

Vox Graphis Vice President **May 2022- Present**

- Hosted weekly meetings and professional guest speakers
- Lead workshops in professional development and software skills

Ligature 33 Director and Host **February 2024**

- Organized the 33rd annual Ligature juried design exhibition
- Directed event branding and gallery curation
- Hosted keynote speaker Raisa Pardini and workshops by industry leaders

Gen Z insights panelist **April 2023**

- Spoke on creative advertising and branding trends research on Gen Z consumers to boards including Disney Advertising, Argonaut, and IPG Health

Dance Marathon at UF

Assistant Director of Design and Technology **August 2020- April 2022**

- Managed a 20 person team in web and social content creation
- Lead event production for a 2,000 participant event
- Event fundraising totaled \$2,334,217 for Children's Miracle Network