

Max Orroth

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EDUCATION

University of California, Los Angeles, Los Angeles, CA.
Bachelor of Arts, Architectural Studies
Bachelor of Science, Cognitive Science with Computing Focus

Graduate June 2024, GPA 3.9

PROFESSIONAL EXPERIENCE

Simply Rational - The Decision Institute: a Max Planck Spin-off Berlin, Germany *June -August 2023*
UX/UI Intern

- Led overhaul of Simply's website; developed a user-centric design which focused on navigation, aesthetics, and overall user experience.
- Designed 10 compelling slide decks and one pagers to be presented at Behavioral Science conferences in Germany. Supported various communication efforts while maintaining a consistent brand identity.

UCLA Housing Media Team Westwood, CA *August 2022-Present*
Platform Manager

- Manage @uclahousing and @iamabruin Instagram, TikTok, and Twitter accounts.
- Produce 5 instagram posts, 2 TikToks, and 5 tweets per week. Collaborate with a team of 20 to do so.
- Design communicative and promotional graphics for events by leveraging Adobe Suite.

ARCHITECTURAL DESIGN PROJECTS

Zeppelin House Los Angeles, CA *Fall 2023*
UCLA School of Architecture and Urban Design

- Studied circulation and form of knots to inform the design of a multi-family home.
- Created a home for two families with a public coworking space on the third floor. Focused on pushing the limits of privacy and publicity through meticulous use of outdoor space, windows, and doorways.

Art Incubator Los Angeles, CA *Spring 2023*
UCLA School of Architecture and Urban Design

- Tasked with designing an adaptive reuse residential art school with the precedent of an apartment building in downtown LA.
- Paid careful attention to circulation throughout the complex - shafts, stairs, and elevators all work to transport people, light, and air.
- Final design included 200 beds, 4 floors of studios, gallery spaces, lecture halls, dining areas, and outdoor spaces.
- Worked in a team of 3 to produce a scale model, elevation drawing, section, rendering, and plan.

LEADERSHIP AND INVOLVEMENT

Student Committee of the Arts at UCLA *September 2021-June 2024*
Director

- Ideate, organize, and host 3 events per month focusing on uplifting student creativity and synthesizing LA's greater art scene with UCLA's community.
- Negotiate with stakeholders and key partners. Consider resources and allocate responsibilities to committee members.

Sidekicks Improv Team at UCLA *October 2020-June 2024*
Team Captain

- Lead 2 weekly practices for a team of 12. Teach teammates new improv forms, hone in on key skills to make a scene engaging and funny, and research interesting improv games.
- Perform and plan two monthly shows for audiences of 50-75.

TECHNICAL SKILLS & INTERESTS

Software: Photoshop, Illustrator, Rhino, InDesign, Blender, Google Suite, Microsoft Office, Figma.