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Max Francisco

Education

Washington University in St. Louis Sam Fox School of Design & Visual Arts

BFA Candidate in Communication Design
Minor in Business of the Arts

Cumulative GPA 3.66

Expected Graduation in May 2025

Santa Reparata International School of Art

Spring 2024 Study Abroad Program

Skills

Adobe Creative Cloud, Figma, HTML/CSS

Typography, UI & UX Design, Branding Design, Illustration,
Motion Graphics, Digital Photography & Videography

Experience

Graphic Designer, Photographer, Videographer *St. Louis, MO* Student Union Public Relations / May 2023—present

Create and deliver design, photography, and videography services for various student groups on campus, tailoring work to each specific group and their individual priorities.

Collaborate within a team of fellow student creatives to ideate and develop compelling and innovative content tailored to student audiences.

Video Production Intern *St. Louis, MO* World Wide Technology / May—Aug. 2024

Collaborated with the digital marketing team to develop and execute client-facing motion graphics-based content, assisting in promoting WWT's suite of various technology services to prospective businesses.

Edited event footage, interviews, and podcasts for a range of different video series published and featured on the WWT website.

Assisted in on-site video production, gaining experience in utilizing professional-grade video cameras, setting up environmental lighting, and operating boom microphones.

Food & Beverage Associate *Mason, OH* Great Wolf Lodge / June—Aug. 2022

Provided exceptional customer service and attended to needs of hotel guests, creating a consistently enjoyable experience throughout various dining locations within the hotel.

Leadership

Executive Director *St. Louis, MO* WashU Lunar New Year Festival / March 2024—present

Oversee operations for all three of the organization's executive committees, encompassing a team of 20+ board members and 150+ performers. Maintain harmony within the organization and run weekly meetings within the executive board and board of directors.

Manage lines of communication with all of the organization's external sponsors, donors, and administrators to grow and support various partnerships and performing opportunities.

Multimedia Chair *St. Louis, MO* WashU Lunar New Year Festival / Apr. 2022—March 2024

Led the production of photographic and videographic materials for the largest cultural event on campus. Developed innovative and memorable forms of photo and video content for use throughout shows and social media platforms.

Drove merchandise sales to reach over \$13,000 in fundraising and boosted event awareness to reach full attendance for all three shows in 2023.

Led over 300% growth in YouTube views for the year of 2023.

Public Relations Chair *St. Louis, MO* Philippine United Student Organization / Oct. 2022—present

Lead social media strategy, designing content to drive cultural awareness and promote organizational efforts, as well as leading post-event coverage for various campus events.

Designed the organization's logo as part of its 2023 rebranding, used throughout all social media and merchandise.