

# MAX DOTSON

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

Art Director | Designer | Creator

## Experience

### Education

#### University of Florida

BFA Graphic Design

May 2024

#### VCU Brandcenter

MS Branding &

Art Direction

May 2026

### Skills

Visual Branding

Design Systems

Photography

Video Editing

Motion Design

### Tools

Photoshop

Illustrator

After Effects

Premiere Pro

Davinchi Resolve

InDesign

Figma

Midjourney

Adobe Firefly

### Interests

Classical Trumpet

Rock Climbing

Table Top RPGs

Data Hoarding

Nice Pencils

#### Creative Consultant *May 2024 - Present*

The Aids Institute

- Led rebrand of the National Sexual Health Conference
- Developed event and research communication strategy
- Inform and collaborate with core staff on event and research creative execution

#### Creative Administrator *March 2022 - May 2024*

Southern HIV and Alcohol Research Consortium (SHARC)

- Directed public communication, documentation, and research study branding
- Established brand guidelines for SHARC research studies
- Created visual identity for the Florida HIV CPR Conference

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

IPG Health

- Assisted in campaign visualization and concepting
- Led development of the 2023 IPG Intern pitch presentation
- Developed brand systems and visual identities for rare disease treatments

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

The Agency at UF

- Directed an over 40 person creative team
- Reorganized department leadership structure
- Directed creative procedures and team resourcing
- Approved all creative department deliverables for key clients

**Clients Include:** Disney Advertising, Analog Folk, Bayer

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

The Agency at UF

- Led creative strategy meetings and art director training program
- Assisted in the development of The Agency's re-brand
- Directed campaign development and creative ideation

**Clients Include:** Amazon, HULU, NUTRL, ESPN