

Max Dotson

art director – designer – creator

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941-266-6027

Maxdotson.com

Education

University of Florida
BFA Graphic Design
May 2024

The Brandcenter at VCU
*MS Business/Branding
and Art Direction*
May 2026

Skills

Branding
Image Editing
Creative Ideation
Photography
Video Editing
Motion Design
Narrative Design
Web Design
Project Management

Tools

Photoshop
Illustrator
After Effects
Premiere
InDesign
Figma
Audacity

Experience

The Aids Institute

Creative Consultant **May 2024 - Present**

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

SHARC (Southern HIV and Alcohol Research Consortium)

Creative Administrator **March 2022 - May 2024**

- 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
- Led development of the 2023 IPG Intern pitch presentation
- Developed brand systems for rare disease treatments

The Agency at UF

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

- Directed a 40 person creative team
- Reorganized department leadership structure
- 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 - May 2024**

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

Ligature 33 Director and Host **May 2023 - 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