

# 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  
DaVinci Resolve  
InDesign  
Figma  
Touch Designer

#### **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