

# MAX SCHLACHTER

## UX/UI & DIGITAL DESIGNER

Accomplished digital designer with extensive experience in creating unique brand identities via stunning design. Adept at leveraging data and user insights to conceptualize innovative design elements and features that create engaging user experiences while strengthening the brand identity. An exceptional communicator with impressive interpersonal and relationship-building aptitudes that thrives in dynamic collaborative environments.

## PROFESSIONAL EXPERIENCE

### UX/UI & DIGITAL DESIGNER FREELANCE

2014 – PRESENT

- Producing holistic design solutions for clients across industries, designing websites, landing pages, email blasts, logos, and marketing collateral for both digital and traditional channels.
- Leading client communication and gathering requirements, defining brand guidelines, establishing deliverables, and ensuring products and assets address client and user needs.
- Creating vision boards, wireframes, and mockups based on client requirements.
- Providing thought leadership and support, guiding clients in building unique visual brand identities while ensuring consistency across all assets.
- Cultivating and maintaining long-lasting client relationships, driving repeat business while establishing a solid pipeline of referrals.

#### Clients:

- **Core Driven Fitness** - Completely transformed the organizational website, leveraging user research and usability testing to pioneer novel features, design elements, and interactions, transforming the user journey while strengthening the brand image.
- **The Confection Bar** - Redesigned the company website and created a cohesive user-centered web experience, creating robust sales funnels through improved branding, eye-catching color and topography, and seamless website navigation.
- **Heavy Metal Mark** - Streamlined the website and improved the overall architecture to transform user journeys while elevating creative output by refining design elements (color palettes, fonts, size).
- **Olly** - Created banner ads for the Olly ad campaign, combining color theory and typography paradigms to exhibit Olly's fun and animated branding in a clear and concise manner.
- **Polymer Packaging** - Designed and produced graphics and collateral for various mediums, including email blasts, display, and social media
- **Greg Loomis Campership Program** - Designed various assets, logos, flyers, and brochures
- **Church of our Saviour** - Edited and produced a wide range of content and assets, including infographics, flyers, prints, and brochures.

### TECHNICIAN / INSTALLER ADVANCED AUDIO VIDEO

2017 – PRESENT

- Coordinating complex installation projects of bespoke AV technology and equipment, leading end-to-end projects throughout their lifecycle.
- Redesigning AV and networking systems based on client feedback and needs, meeting all deliverables and ensuring customer satisfaction.
- Heading client relationship management, sustaining fruitful relationships with clients, reinforcing brand standards, and driving repeat business.

### DESIGNER / PRODUCT MANAGER WARECAST

2013 – 2014

- Joined the startup at its inception and led product development, researched the market to identify trends, and created unique graphic designs for t-shirts.

### JUNIOR WEB DESIGNER SOURCE LABS

2011 – 2012

- Provided close support to web developers, creating assets, collateral, and content for web pages.

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## CORE AREAS

Branding  
Client Relations  
Concept Development  
Content Creation  
Data Analysis  
Digital Marketing  
Graphic Design  
Product Development  
Project Management  
User Research  
UX/UI Design  
Web Design

## EDUCATION

BS in Industrial Design  
University of Cincinnati

## CERTIFICATIONS

UX Design Certificate / Exp. 2022  
Ohio State University

## TECH SKILLS

Adobe Creative Suite  
Sketch  
InVision  
Figma  
CSS  
HTML