

MAXIM GOLBERG

Senior Visual Designer

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EXPERIENCE

Senior Visual Designer | APCON Inc.

August 2021 — Present | Wilsonville, OR & Remote

Lead design decisions for website, mobile app, event signage, and graphic assets for print & digital media. Enhanced visual brand identity & consistency standards.

- UI/UX lead & testing for mobile app (inception to deployment)
- UI/UX design lead for corporate website over multiple iterations
- Created 3D models and animations of company products

Graphic Designer | APCON Inc.

December 2019 — August 2021 | Wilsonville, OR

Collaborated with a marketing team on designs for print and digital assets, market strategies, product releases, event signage, and event engagement.

- Designed event signage and booths that increased traffic interaction
- Created corporate materials with consistent branding (docs, brochures, etc.)
- Made vector animations, filmed videos, and took product photographs

Digital Media Designer | AmeriFirst Financial Inc.

May 2018 — May 2019 | Scottsdale, AZ

Lead design projects for product rollouts, video production, and engaging animations. Collaborated with team on new website design and experience.

- Lead design of assets and videos for a program announcement
- Created weekly animations for social media that increase engagement
- Collaborated on corporate website wireframes and prototypes

Graphic Designer | AmeriFirst Financial Inc.

September 2016 — May 2018 | Scottsdale, AZ

Designed templates and rapidly created print and digital assets for social media and flyers. Did photography and created signage for corporate events.

- Designed templates of print assets with advanced photo enhancements
- Created event signage and social media content (graphics & animations)

PROJECTS

IntellaView Mobile Application

August 2021 — Present | Wilsonville, OR & Remote

Crafted a new user experience and lead interface design decisions to rapidly deploy a mobile application with information-dense screens.

- Lead UI/UX decisions for mobile app redesign and expansion
- Product downloads and usage increased over 300%
- Carefully tailored interfaces for data-rich pages and complex workflows

Corporate Webiste - www.apcon.com

August 2021 — Present | Wilsonville, OR & Remote

Lead design decisions, research, and presentation of pages to stakeholders. Collaborated with development team on structure.

- Lead design decisions for 20+ pages utilizing UI & CSS libraries for efficiency
- Increased task success rate by 50% (product discovery from homepage)
- Improved user engagement (time on page, bounce rate, pages per session)

SKILLS

Hard Skills

User Interface & Experience, Design Systems, Journey Mapping, Wireframing, Prototyping, Usability Testing, Responsive Design, Print & Digital Design, Animation, 3D Design & Modeling, Photography, Video

Soft Skills

Problem Solving, Collaboration, Rapid Iteration, Active Listening, Empathy, Communication, Design Evaluation, Design Presentation, Constructive Feedback, Team Member, Strong Organization and Time Management, Fast Pace Environment, Data Analysis

Software Proficiency

Adobe CC (Xd, Illustrator, Photoshop, InDesign, AE), Figma, Blender, Work Suites (Apple, Microsoft, Google), AI Tools (Grok, ChatGPT), Wordpress, HTML, CSS

EDUCATION

Bachelor of Science (BSD) in Graphic Design

Herbert Design Institute (ASU) | 2011 — 2016

- Focus in Visual Communication
- 2 Design Awards
- 3.84 GPA with 160 credits

Google UX Design Certificate

Spring 2022 | Coursera

- Created 3 UI/UX projects with case studies
- Studied user research, problem statement, affinity mapping, competitive auditing, & pattern ideation
- Designed Low-Fidelity & High-Fidelity Prototypes
- Conducted usability studies (in-person & remote)

Design Internship | MM Brand Agency

Fall 2015 | Phoenix, AZ

- Designed logos and branded animations for clients
- Created client presentations and branding assets
- Collaborate on marketing strategies for clients
- Worked on illustrations and online ads

Design Internship | Santy Integrated

Summer 2015 | Scottsdale, AZ

- Collaborated on branding assets and presentations
- Participated in conducting photoshoots
- Designed iconography and logos
- Created online ads and social media graphics