



maxberg

CAPABILITIES

- InDesign CC
- Illustrator CC
- Photoshop CC
- After Effects CC
- Adobe XD
- Adobe Surface
- Lightroom
- Adobe Creative Cloud
- Sketch
- Branding
- Advertising
- Typography
- Page Layout
- Graphic Design
- Logo Design
- Web Design
- Print Design
- Email Design
- Copy Writing
- Banner Ads
- Art Direction
- Photography
- Wire-Framing
- Photo Retouching
- Production
- Packaging
- UI Design
- Social Media
- Environmental Graphics
- HTML / CSS
- Creative Direction
- Brand Strategy

EXPERIENCE

// May 2020 – Present

Ammonite Inc. **Creative Director**

Responsibilities:

My role as the Creative Director at Ammonite Inc — a subsidiary of top California cannabis brand Jetty Extracts — started as a contract position. The original goal was to create sales materials to introduce a licensing program for Jetty's patented Dablicator™ oil applicator. A re-brand was required to tell the story of the revolutionary piece of hardware. I developed the identity including logos, typography, on-brand copy, website, social-media and more. Working hand-in-hand with the company's president, we created a brand partner program that brought in over \$1MM of revenue in it's 1st year and continues to grow at an exponential pace. Additionally I worked directly with brand partners around the world to design their packaging, hardware and marketing. I managed their production and supply chains in The U.S and China. I also work directly with the retail marketing team to develop and deliver unique consumer and budtender outreach programs that introduce our product to new markets unfamiliar with the product and drive sales from day one. As steward of the brand's creative vision I directed an outside creative agency through an entire re-brand to facilitate continued growth and keep pace with the rapidly evolving landscape that is the hallmark of the cannabis space.

// December 2019 – April 2020

Urbn Leaf **Sr. Graphic Designer**

Responsibilities:

As the Senior Graphic Designer at Urbn Leaf I was charged with for designing and art directing campaigns and creative deliverables that were on-brand while continuing to define and expand the point of view and personality. Deliverables included print-ad campaigns, website, photoshoots, billboards and posters. Working directly with senior leadership I was responsible for concepting, pitching and delivering nimble, innovative, creative solutions that defined the brand-voice and sought to chart a course through an ever changing market space.

// November 2018 – October 2019

Jetty Extracts **Art Director**

Responsibilities:

Working closely with the Creative Director and CMO, I was responsible for steering the overall brand direction as well as concepting, pitching (to internal stakeholders as well as partner brands) and creating cross-channel campaigns for new product launches, corporate social responsibility initiatives, and events including trade shows and music festivals. Drawing on my strong photography background, I negotiated and oversaw photoshoots and, when appropriate, shot content myself. Additionally, I was tasked with designing packaging, collateral, marketing communications (B-to-B & B-to-C), apparel and environmental graphics, along with overseeing junior designers and working with vendors to get these projects produced. In my time at Jetty, we were able to dramatically increase brand awareness in an extremely crowded category and grow market share to put us in the top 5 of California cannabis vape brands.

EDUCATION

// 2011 – 2014

Mira Costa College Area of Study: *Liberal Arts with an emphasis in Art & Humanities*

// 2012 – 2013

San Diego City College Area of Study: *Graphic Design*