

Max Murillo

maxmurillo.com

info@maxmurillo.com

linkedin.com/in/max-murillo

[\(818\) 644-0877](tel:(818)644-0877)

Skills & Knowledge

Art Direction, UI Design, UX Design, Design System, Responsive Design, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Accessible Design, Digital Design, AI, Claude, ChatGPT, Web Development, Experiential Design, SEO, Customer Journey Mapping, Figma, FigJam, Sketch, Adobe XD, Zero Height, Wordpress, HTML, CSS, Builder.io, Storybook

Education

California State University of Northridge

Bachelor of Arts

Work Experience

Pawlicy Advisor

Senior Marketing Designer | June 2023 – Present

- Established Pawlicy's first brand guidelines, creating design standards that empowered cross-functional teams to execute consistent visuals independently while freeing Creative team capacity for high-impact strategic initiatives
- Designed personalized vet-to-consumer journey combining targeted email nurture campaigns, interactive segmentation experiences, and custom landing pages, driving measurable improvements in insurance policy conversion rates
- Executed data-driven creative strategy for digital ad campaigns that delivered sustained performance improvements quarter-over-quarter with lower cost-per-purchase while maximizing marketing ROI
- Elevated Pawlicy's industry presence through complete conference experience redesign, creating memorable brand touchpoints that generated record-breaking B2B integration leads and corporate partnerships

ZipRecruiter

Senior Designer | November 2021 – May 2023

- Led the design of an online job board initiated by the Biden-Harris Administration, resulting in 40,000 page views, 300 job alert subscriptions, and 100 school inclusion requests
- Spearheaded a comprehensive redesign of the marketing website design system, unifying both B2C and B2B experiences to create a fresh cohesive digital presence
- Designed lead-generating landing pages, advertisements, social posts, newsletters, and apparel in partnership with major sports organizations and influencers (NBA, UFC, IPL, US Open, PBR)
- Designed quarterly reports and sales presentations for company executives and shareholders, resulting in increased sales and lead generation

Bluebeam Inc.

Visual Designer | November 2016 – November 2021

- Created hundreds of wireframes, interactive prototypes, user flows, process flows, and site maps to effectively communicate design ideas
- Maintained visual design systems for company's marketing website, landing pages, and emails, leading to improved communication and production in design and development process
- Led design of visuals for company's annual in-person user conference with 1,000+ attendees

Axess Products Corporation

Graphic Designer | January 2016 – October 2016

- Designed the complete suite of marketing and communications content, including collateral, ads, blog posts, presentations, product packaging, and product photography
- Developed the e-commerce website, resulting in online sales, online support, data tracking, and online revenue

California State University of Northridge, University Student Union

Graphic Artist | May 2014 – January 2016

- Designed marketing materials for campus events, services, and initiatives

Freelance Work

Benefit Packages

Freelance Web Designer | April 2016 – March 2025

WideOrbit

Freelance Visual Designer | July 2023 – November 2023