

MAX MINER

Creative Director with a background in Experience Design + Strategy

MxMnr.com

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EXPERIENCE

Director of Customer Experience (CX) Strategy (2016-present)

RED Interactive Agency / Los Angeles, CA

- Led new agency discipline (CX Strategy) and client offering, reporting directly to the COO.
- Supported C-level executive team to define and drive cultural, process and business strategy shift to focus on Experience Strategy and Business Transformation consulting.
- Collaborated with C-level executive team, ECD's and VP of UX to lead new business efforts.
- Led all Experience Strategy efforts on major client platform and campaign projects.
- Oversaw cross-discipline project teams including Strategy, Research and Insights, Data and Analytics, UX, Creative and Production to deliver final CX Strategy work.

Associate Creative Director, Experience Design (2015-2016)

R/GA (at Google) / San Francisco Bay Area, CA

- Helped build first-of-its-kind consulting team embedded at Google as an extension of their internal 'creative think/make tank,' Brand Studio (growing team from 14 to 40+ people).
- Co-managed 15+ person multi-disciplinary Creative team, overseeing all Creative and Experience Design/Strategy on large scale product and platform projects.
- Recruited and managed 6+ person Experience Design team including Content Strategy, Experience Strategy, and junior, mid and senior UX Designers.
- Led and won key new business pitches, increasing team revenue by over \$1MM+ and developing critical new client relationships.
- Collaborated with R/GA Marketing Sciences (Data) department leadership to design new rapid-optimization workflow and client offering for R/GA and the Google-embedded team.

User Experience Design Director (2013-2015)

72andSunny / Los Angeles, CA

- Co-managed 7 person User Experience Design team and two Creative Techs.
- Oversaw all UX Design across 5+ client accounts including Google, Target, ESPN and more.
- Managed cross-discipline "maker" team and oversaw all maker space workshop activities and training as a certified "72S Master Maker."
- Led UX design for major client and internal product innovation projects.
- Established new Creative team pairing UX+CT to deliver rapid digital ideation and prototyping to support emerging client and enhance agency capabilities.

Senior Experience Designer (2012-2013)

Team One / Los Angeles, CA

Associate User Experience Designer (2011-2012)

AKQA / San Francisco, CA

Freelance Graphic, Web and UX Design (2005-present)

MxMnr.com / Various locations

EDUCATION

Masters (MA), Interaction Design (2011)

Boulder Digital Works (IXDMA)
University of Colorado, Boulder

*Emphasis on Experience Design and
Interactive Production*

Bachelor of Arts, Philosophy (2009)

University of Colorado, Boulder

*Emphasis on Critical Thinking with
additional focus on Fine Art and
Economics.*

Global Study Abroad, Semester at Sea (2008)

via University of Virginia

*Circumnavigated the globe visiting:
Puerto Rico, Brazil, South Africa,
Mauritius, India, Malaysia, Singa-
pore, Vietnam, Hong Kong, China,
Japan and Costa Rica.*

AWARDS

Cannes Lions (x5)

FWA (x5)

Webbys (x5)

One Show (x6)

LLB IDEAS Awards (x1)



SKILLS

- Experience Design (UX/XD)
- Experience Strategy (XS)
- Interaction Design (IxD)
- UI Design
- Communications Strategy and design
- Creative Direction
- Design Thinking
- Lean UX practices
- Prototyping (rapid and hi-fidelity)
- Ecosystem design and strategy
- Customer journey mapping
- Customer profile development
- Content Strategy
- Accessibility design
- User research (primary and secondary)
- Usability testing
- Team building and process definition
- Agile production practices

TOOLS

- Adobe Creative Suite - Illustrator, InDesign, Photoshop and more
- Sketch app
- Principle for Mac (animation prototyping)
- InVision (prototyping tool)
- OmniGraffle
- HTML / CSS
- Bootstrap and Foundation frameworks
- Keynote
- Google Drive Suite
- Microsoft Office Suite
- Google Analytics
- Pen and paper sketching

CLIENTS

- San Diego Zoo
- Fox / Lightstorm
- Google (embedded)
- Google
- Target
- Carl's Jr./Hardee's
- adidas
- ESPN
- Lexus
- Ritz Carlton
- 2K Games
- Nike
- YouTube
- Visa
- Xbox
- Redbull

MISCELLANEOUS

- Judge (x2), Jared Polis Colorado Congressional Art Competition
- Founded/co-founded 2 apparel brands and an event promotions group
- Formally trained Fine Artist
- 72andSunny certified "Master Maker"
- Web design/dev hobbyist

REFERENCES

Available upon request.

