

MAX ROSERO

C: (917) 804-2982 // E: Maxwell.Rosero@gmail.com
www.maxrosero.com // Brooklyn, NY

PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer | New York, NY

Jan. 2018 - Present

- Completed 480 hours of coursework as part of DesignLab's 4 month UX Academy
- Conducted extensive user research (1:1 interviews, quantitative surveys, ethnographic field studies), wireframed mobile and desktop applications, drafted key user and task flows, designed UI kits in Sketch, built high-fidelity click-through prototypes in InVision, and carried out in-person usability testing
- Redesigned the Cubana airlines desktop and mobile sites, built a collaborative travel planning app for iOS, prototyped a "suggested neighborhoods" feature for Airbnb's mobile app, and built a responsive website for a Millennial-focused insurance company from scratch (portfolio: www.maxrosero.com)

Google | New York, NY

Jan. 2014 - Jan. 2018

Partner Manager, Food & Beverage | New York, NY

- Managed client relationships with the Hershey Company and Diageo North America, driving the sale of \$40M+ worth of Google technology and paid media over the course of 2017
- Worked with Google's internal creative agency to design and bring to market a branded VR app for Hershey, utilizing Daydream and Pixel 2 technology in flagship stores across North America

YouTube Strategic Partner Manager | San Bruno, CA

- Managed a portfolio of North American YouTube channels to grow their viewership, watch time, and digital brand on the platform. Creators included: Mashable, The Points Guy, Movember Foundation, and the It Gets Better Project
- Led monthly content strategy and brand building workshops across the U.S. and Canada, focusing on programming design and sponsored content opportunities
- Built brand style guides for top YouTube talent including Lily Singh, Unbox Therapy, and Byron Talbott
- Facilitated brand deals for creators with companies like L'Oreal, Revlon, T-Mobile, GM, and Samsung

Wolff Olins, Freelance Design Strategist | New York, NY

June 2013 - Nov. 2013

- Built omnichannel acquisition strategy for Best Buy's Chief Brand Officer, including: 5-year brand roadmap, 30 new online/offline consumer touch points, and business model redesign
- Designed verbal identity for emerging education non-profit, and collaborated with Google Creative Lab on logo design and brand activation initiatives for Google Express and Fiber
- Executed competitive audits for new business proposals, conducted macrotrend industry research for client insights presentations, and designed qualitative methodologies for upcoming field research

Digitas, Account Executive | Chicago, IL

June 2012 - June 2013

- Responsible for all client-facing operations for the \$5 million Kaiser Permanente account across digital, social, television, and print
- Scoped and managed budgets for 12 concurrent campaigns across 4 lines of business, drafted creative project briefs, and composed SOWs for upcoming work streams
- Directed production of 12 million pieces of direct mail and oversaw team of 5 offshore developers to build campaign microsites

EDUCATION

Brown University | B.A. International Relations 2012 | 2012 U.S. Fulbright Scholar

Sept. 2008 - May 2012

SKILLS

Software: Sketch, Adobe CS, Invision, Marvel, Principle, OmniGraffle, HTML, Google Analytics + AdWords

Languages: Spanish + Basic Japanese