

Max Upp

maximilianupp.com
maximilianupp@gmail.com
806.773.3548
[@max.upp](#)

EXPERIENCE

Apple

October 2021 - Present | Cupertino, Ca
Visual Designer

Coordinate and execute ESG Design and visual standards for the Environment and Supply Chain team.

Narwhal Digital

December 2017 - October 2021 | Atlanta, Ga
Senior Designer

Design, prototype, coordinate, QA (and sometimes built) web projects while supporting many one-off and retainer projects.

Assist in the development of user-centered strategy and interface design for technology, entertainment, finance and equity industries for B2B and B2C platforms. Create business assets around existing and developing brands. Foster culture and mentor interns and onboard new designers.

Narwhal Digital

June 2017 - December 2017 | Atlanta, Ga
Digital Design & Development Fellow

Exercised UI principles and transitioned to collaborating with a development team. Worked in web layouts and designed support assets for 4 site builds. Created assets for email, banners and advertising efforts.

DesignEnvy

January 2015 - June 2017 | Lubbock, Tx
Graphic & Web Designer

Designed print and media materials for the local and regional market in varied industries. Worked directly with colleagues and clients to create award winning work. Pushed agency standards in web design and development capabilities. Developed custom site designs in HTML and CSS as Wordpress CMS.

Freelance and Contract

January 2014 - Present
UI & Branding Designer

Tapestry, Augusto Digital, Ember Floral Co., Control Tech Corp., Posman Books, Jody Jackson, DesignEnvy, Dark Horse Minerals

* References, stories and other moderately irrelevant (yet fairly intriguing) work history available upon request.

EDUCATION

Texas Tech University
College of Visual and Performing Arts
Bachelor of Fine Art, Communication Design

Texas Tech University
Rawls College of Business
Bachelor of Business Administration, Marketing

ACHIEVEMENTS & AWARDS

W3 Awards

2021 Best in Show | SecondSight website redesign
2021 Silver Award | Georgia Aquarium new homepage
2020 Silver Award | S&T Bank website redesign

MarCom Awards

2020 HM | S&T Bank website redesign

Davey Awards 2019

2020 Silver award | S&T Bank website redesign
2019 Gold Award | ParkMobile website redesign

AAF Addy Awards

Professional
2 - People's choice
1 - Regional gold
1 - Regional silver
5 - Local gold
3 - Local silver

Creative Quarterly

2015 | Featured illustration
2018 | Featured photo

Posters Without Borders

2015 | Featured poster discussing voting rights

Boy Scouts of America

2011 | Eagle Scout

PROFICIENCIES

Photoshop	Craft
Illustrator	Principle for Prototyping
InDesign	WebFlow for Site Builds
Sketch	HTML
Figma	CSS
InVision (RIP)	

INTERESTS

Ceramics	National parking
Cycling	Patch collecting
Brewery exploring	Perfectly curating playlists
Hiking and camping	City guide lists