



# MAXWELL HIRES RASCHE

Art Director | Designer | Dog's Best Friend

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## EDUCATION

**Miami Ad School**  
Miami Beach  
(2012-13)

**Art Direction**  
Portfolio Program

**Tulane University**  
New Orleans  
(2005-9)

**Bachelor of Arts:**  
Communications

## QUALIFICATIONS

5+ Years Experience  
in Adobe Creative Suite

Graphic Design for  
Web and Print

Web Development with  
variety of Content  
Management Systems

HTML5, CSS3, PHP

Digital Photography, Photo  
Manipulation and Retouching

Illustrator & Lettering Artist

## AWARDS

Clio Awards 2014  
Shortlist for Student Design

CMYK Magazine 57  
Top 100 New Creatives

## WORK EXPERIENCE

**Art Director | Momentum Worldwide - GumboLive**  
**New Orleans** (Dec 2014 - Apr 2015)

- Cultivated creative answers to client briefs for above the line campaigns and activations in support of Interpublic Group agencies
- Concepted and produced social content for clients in the alcohol industry
- Facilitated "Innovation Lab" workshops with clients in a variety of industries to collaboratively solve creative challenges
- Clients included Blu, Buffalo Wild Wings, Coke, Skyy, US Census, and more

**Freelance Creative Services** (2009-Present)

- Provide a wide range of services including graphic design, identity, web development and design, photography, mural and installation art to clients across the country

**Graphic Designer - Web Developer | Imaginal Marketing Group**  
**New Orleans** (Jul-Dec, 2014)

- Responsible for the design of a wide variety of collateral including email marketing, logos, packaging, as well as other print and web assets
- Built and maintained dozens of responsive websites using Wordpress and ModX content management systems
- Clients included salons, spas and beauty industry enterprises nationwide

**Art Director - Intern | Havas Worldwide**  
**Chicago** (Jan-Mar, 2014)

- Art directed and designed digital and direct mail campaigns
- Helped prepare for new business pitches
- Clients included Dish Network, Craftsman, Assurelink and Citi Bank

**Art Director - Intern | BeyenMeyer**  
**Amsterdam** (Oct-Dec, 2013)

- Pitched new business, developed branding and identity for new clients and produced creative for multiple integrated campaigns
- Clients included Beceel, Montellino, Fip Organic and Vico

**Art Director | Buku Music and Art Project**  
**New Orleans** (Nov-Mar, 2012)

- Created the festival's initial brand imagery and print and web collateral
- Orchestrated the festival's art programming