



# 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

10 Years Experience  
in Adobe Creative Suite

5+ Years of Agency Experience

Graphic Design for  
Web and Print

Web Development with  
variety of Content  
Management Systems

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 | DEVENEY**  
**New Orleans** (Jul 2016 - Dec 2017)

- Worked in a boutique agency setting to concept and execute award winning integrated campaigns for clients in the travel & tourism, lifestyle and healthcare industries
- Supervised the design and visual output of DEVENEY's creative team
- Enjoyed the responsibility of pitching creative to clients regularly
- Ensured clients' day-to-day design needs were met on-time and error free in accordance with a demanding schedule of digital and print ad placements
- Clients included Windsor Court hotel, Bayou Rum, City of New Orleans, Urban South Brewery, LCMC, University Medical Center, Oak Alley and more

**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 spirits category
- 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)

- Designed 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 creative teams prepare for new business pitches
- Clients included Dish Network, Craftsman, Assurelink and Citi Bank