

Maxwell Finke

Graphic Designer, Copy Writer & Illustrator

Contact

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203-535-9902

Objective

Highly motivated and energetic designer seeking position with a progressive organization.

Education

GEORGE WASHINGTON UNIVERSITY

Corcoran School of Art and Design
BFA - Graphic Design

Experience

CVS HEALTH AND AETNA

08.2020 / Present

Senior Graphic Designer & Copy Writer

CVS Specialty, Caremark, CVS Retail, CVS Pharmacy, Aetna Behavior Change Pods

I am currently Senior Graphic Designer for the CVS and Aetna Corporate Behavior Change Pods supporting multiple lines. The Pods operate under an Agile Test and Learn model. I work cross functionally with Data Scientists, Marketing Strategists, Data Engineers, and more to create data driven campaigns. Our goal is to encourage members to modify their behavior and take personalized action to better their health (and wallet). My direct responsibility is to design and write for all creative channels including email, direct mail/print, web pages, and SMS outreaches.

BLOKPAX

07.2022 / Present

Contract Illustrator & Designer

Game, Apparel, Print, Web

For the last two years I have been a contract illustrator for a non-fungible token (NFT) company out of South Carolina. I work closely with the marketing team to develop exciting new NFT designs in apparel designs, assets for online games and new character designs for various sports teams.

VINEYARD VINES

06.2018 / 03.2020

Freelance Graphic Designer

Retail Custom, Home, Outlet

Developed over 80 retail designs, including the fourth highest-selling apparel design for the company in 2020. Designed custom graphics for store locations and sponsored events.



Skills

Adobe Illustrator	██████████
Adobe Indesign	██████████
Adobe Photoshop	██████████
Adobe Premiere	██████████
Adobe After Effects	██████████
Adobe XD	██████████
Sketch	██████████
Stensul	██████████
Figma	██████████
Powerpoint	██████████
Excel	██████████