

# Maxwell L. Beucler

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Graphic Designer with over five years experience developing creative solutions and strategic plans for clients large and small. Successfully leading long term campaigns, art directing photo and video shoots, and managing projects of all size. Driven and passionate about leveraging creative and strategic thinking to solve real business problems.

## Experience

### *Freelance Graphic Designer, Kivvit*

November 2020 - Present

Created visuals for multiple digital campaigns and clients. Industries include higher education, healthcare, and clean energy providers.

### *Graphic Designer, Columbia University*

December 2017 - August 2020

Managed creative and art directed a New York City wide campaign with over 115 million impressions, worked on the rebrand of the Columbia University Medical Center, designed full length magazines, and art directed photo and video shoots.

Other projects included anniversary trademarks, annual reports, email newsletters, events, wayfinding, digital ads, and other marketing materials.

### *Assistant Professor, The School of Visual Arts*

September 2015 - December 2017

Taught "Designing a Business" along with Professor and Creative Director Leslie Singer, a class created to encourage students to use creative thinking and strategy to solve real business problems.

### *Branding and Design Consultant, Plus Branding*

January 2015 - November 2017

Discovered and solved problems that businesses faced by working closely with them in a freelance capacity. Honed skills in brand strategy, research, and pitching, while helping several small businesses, non-profits, and B-Corps find and grow their identities.

### *Creative Design Trainee, Kivvit*

July 2014 - December 2014

Worked as a part of a skilled design team on projects including proposals, typography, corporate identities, advertisements and promotional materials for clients in the public sector and non-profits.

### *Junior Designer & Archival Assistant, George Tscherny*

June 2013 - April 2014

Worked on a variety of creative projects, mostly for the School of Visual Arts, including ads, flags, wayfinding, and window graphics.

## Education & Honors

### School of Visual Arts

BFA, Graphic Design  
September 2011 - May 2015  
Dean's List: 7 Semesters

### Eagle Scout

December 2011

## Personal Activities

### Mentor, iMentor

September 2016 - June 2020

### Scuba Certification, PADI

January 2020

### Volunteer, Type Directors Club

July 2013 - August 2016

### Published, The Process: A New Foundation in Art and Design

January 2015

### Group Photography Exhibition

Amnesia, 2014

### Solo Photography Exhibition

Ex Urbis, 2013