

Max van Doorn

maxvandoorn.com

Graphic designer, illustrator and package designer with 8 years of experience in marketing for video games, toys, tabletop games and entertainment.



Contact

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Experience

Freelance Graphic Designer, Packaging Designer and Illustrator

Wombo Combo Games

September 2023 - Present

- Conceptualized and executed product packaging design for the “Bull Shark” card game, including game rules layout, pre-press and print file preparation
- Designed logos and provided additional illustration for cards and packaging on the “Bull Shark” card game, managing deadlines and tasks using Clickup
- Created visually compelling digital marketing materials for the “Hoard the Hams” card game kickstarter, resulting in a fully funded campaign within 24 hours of launch and total funding of over 2,100% of the original goal by the end of the campaign
- Additional background art illustration for “Hoard the Hams” cards

Graphic Designer & Illustrator

Freelance

July 2021 - Present

- Designed high-quality thumbnails that align with brand guidelines and target audience to maximize engagement for a Youtube channel with over 7 million subscribers
- Created digital and print advertising graphics for toy company Cryptozoic Entertainment, including materials for their trade show presence at San Diego Comic Con, digital ads for toy line Cryptkins, and marketing for licensed brands like their DC superhero deck-building card game
- Developed creative assets to assist in defining design direction, marketing strategy and visual identity for a company in the public safety and emergency services industry through infographics and presentation materials
- Created custom Discord stickers and character designs for clients in the online live streaming space, enhancing brand identity and community engagement through unique, high-quality illustrations and visual design tailored to client specifications

Graphic & Web Design Manager

JumpStart Games

Gardena, California

March 2018 - July 2021

- Created eye-catching digital design materials, such as style guides, pitch decks and presentations, social media content and marketing emails, using graphic design tools including Photoshop, Illustrator, and InDesign
- Strategized and executed email marketing campaigns and edited HTML while considering CAN-SPAM, responsive design best practices and segmentation
- Performed A/B testing and iterated designs based on click-through rates (CTR) and other performance metrics
- Modernized the web presence for legacy brands and new products through visually appealing web pages, banners and landing pages with an emphasis on mobile friendly UI/UX, using web design tools like Dreamweaver, Adobe XD and Figma and implemented designs with HTML, CSS and Javascript

- Utilized content management systems (CMS) like Joomla to update existing websites, and assisted in the development and maintenance of ecommerce sites via platforms like Shopify
- Captured and edited raw video footage and crafted engaging motion graphics and animation for game trailers and educational video content using Premiere Pro and After Effects
- Spearheaded print design for the Neopets booth and after-party at San Diego Comic Con 2019, including trade show displays, merchandise and other promotional materials
- Organized and maintained an accurate and current library of brand assets including logos, presentation templates, style guides, and design files for efficient use by marketing and product teams
- Managed multiple projects simultaneously for legacy video game brands like Neopets, new product launches like JumpStart Academy, and licensed brands like the DreamWorks How to Train Your Dragon game School of Dragons, while adhering to deadlines and maintaining high quality standards
- Collaborated with overseas teams, outsourced talent and external vendors as well as internal cross-functional teams including marketing, product development, and data analytics to ensure cohesive and impactful designs within brand standards
- Led and mentored a cross-functional team of designers and developers in an agile environment, driving iterative project delivery utilizing project management tools like Redmine and Jira
- Fostered communities around our brands on platforms like Discord to improve brand image and public perception

Graphic Designer

Palmpring Organic Mattress
Pasadena, California

March 2017 - March 2018

- Developed high-quality print and digital collateral, including brochures, catalogs, magazine ads, event invitations, signage, trade show displays, social media marketing, email marketing, and other promotional materials
- Designed high-quality Amazon A+ Content (Enhanced Brand Content) and product listing images to boost product visibility and engagement
- Wrote clear, concise and engaging copy for digital platforms, including newsletters, catalogs, over 200 social media posts, and 20 blog articles using the CMS WordPress
- Social media management across platforms like Instagram, Twitter (X), Facebook and Youtube by developing content strategy, identifying target audiences, building and maintaining a content calendar, planning and scheduling posts in advance, and optimizing campaigns for maximum performance
- Monitored social media channels for trends, comments, and interactions and engaged with followers by responding promptly to inquiries
- Tracked social media performance using analytics and insights to measure campaigns' effectiveness, identify improvement areas, and report on key performance indicators (KPIs)
- Utilized MailChimp to implement email marketing campaigns and monitor email performance metrics
- Managed ad spend budgets and click-through rate (CTR) / conversion optimization for paid advertising on platforms like Google Ads, Facebook and Instagram

Skills

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Animate, Premiere, and After Effects)
- Microsoft Office (Word, PowerPoint, Excel, Outlook, and Teams)
- Google Suite (Docs, Slides, Sheets, Gmail, and Meet)

Education

Bachelor's Degree, Bachelor of Arts
University of Colorado at Boulder, Colorado
August 2012 – May 2016