

## About Me

I am an enthusiastic designer with a flair for creativity, dedicated to bringing visual concepts to fruition. My expertise spans across design and development, allowing me to effectively bridge the gap between strategic planning and creative execution in projects.

### In the Community

AIGA Pittsburgh  
Volunteer (Education Committee)  
2023 - Current

### Education

La Roche University

### Contact

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## Design Experience

### K&L Gates | Design Manager | 2023 - Current | United States

Responsible for overseeing the design, direction, and successful execution of several high-profile initiatives, I led the creation of an interactive timeline and calendar for our Public Policy Group, the publication of our 2023 Corporate Social Responsibility Report, and the branding efforts for our annual Partners' Retreat in 2024.

Leading the charge in integrating interactive content into our marketing endeavors, I championed the adoption of Ceros, a powerful no-code online software. Through comprehensive education and guidance for team members, we refreshed our promotional graphics suite, crafting dynamic materials that included a landing page to spotlight our firm's Rankings and Recognitions.

In my role as a huddle leader within a specialized training curriculum designed for the Marketing Department, I took on the responsibility of mentoring team members. This experience provided a platform to cultivate a culture of continuous improvement and collaboration, empowering colleagues to thrive and excel.

### K&L Gates | Senior Graphic Designer | 2016 - 2022 | United States

As a graphic designer and integral member of the marketing team, I oversee the organization, research, layout, and creative design of the print and digital marketing materials utilized by our legal and administrative departments within the firm.

My role involves daily communication and project coordination with in-house and external vendors, technical service providers, and other necessary resources to ensure seamless execution of client-facing and internal design projects.

Once a project is initiated within our Graphics Job Management System, I collaborate closely with copywriters, content creators, and the lead project manager to ensure timely availability of all required content and assets for production.

### Zoom Media Connect/Clubcom | Graphic Designer 2011 - 2016 | United States

As a vital member of the digital content team, I spearheaded the design and animation of digital advertisements, meeting demanding timelines and handling a high volume of work. These advertisements were strategically deployed across Zoom Media's extensive entertainment networks in gym and fitness centers throughout the U.S. and Canada.

In addition to my design responsibilities, I played a key role in copywriting, editing, and liaising with advertisers via email or phone as needed. I closely collaborated with the sales team to understand advertiser requirements and craft tailored design solutions.

My standout contribution involved partnering with the UX/UI team on a groundbreaking touchscreen product for 24HR Fitness. Implementing a user-centered design approach, I worked closely with developers and senior executives to plan and execute the product, ensuring an intuitive and enjoyable user experience.