

# Sean Maxa

Brand & Creative Design Leader  
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## Summary

Brand and creative design leader with 15 years of experience, including a decade in-house at K&L Gates, a global law firm. Sets creative direction within the firm's master brand, building visual systems that hold up across print, digital, and interactive formats and stay in use long after launch. Known for moving stalled or contested projects forward by presenting a working concept instead of a list of options, and for connecting design and technology to scale the team's output.

## Skills

**Leadership:** Creative Direction · Brand Systems & Identity · Multi-Format Campaigns · Interactive & Digital Experiences · Stakeholder Alignment · Design Standards & Training

**Tools:** Adobe InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Figma, Ceros, Canva, WordPress, Elementor, HTML/CSS

## Education

B.S., Graphic Design · La Roche University

## Experience

### K&L Gates

#### Creative Services Manager · 2023–Present

- Lead creative direction for the firm's core practice groups (PR, HR, Recruiting, Professional Development, Pitches & Proposals, and Market Development), keeping every sub-brand consistent with the firm's master brand.
- Took ownership of the firm's global holiday campaign after it stalled in late October with no direction. Reworked a previously rejected concept into a multilingual interactive experience that regional and global managing partners approved with minimal revision. It delivered **+37%** daily traffic and **+27%** engagement time year over year, with no regional pushback.
- Revived the firm's lapsed pro bono report, For The Public Good, by resolving a split committee's print-versus-digital debate with one combined release: a PDF, an interactive landing page, and social graphics. The committee adopted it as the model for future editions, and the firm funded reception signage in every office to promote it.
- Identified Ceros as the replacement for the firm's legacy e-publication software and was put in charge of integrating it into team workflows. Trained 5 colleagues. The team has published **118 interactive experiences to date**, roughly 80% with my direct involvement.
- Designed the interactive centerpiece for the Public Policy practice's 50th anniversary, a timeline spanning 1973 to the present that anchored a year of programming, including a 5K, webinars, and a gala.
- Redesigning the practice's annual congressional calendar as a unified print and interactive system; the design served as the template for the following three years.
- Created the Partners' Retreat identity, **selected in 5 of the 8 years** the retreat was held. Each year's identity came with a conference brand guide that governed all deliverables, from slide decks to venue signage.
- Set file and brand standards for the creative services team and review new designers' work during onboarding. Cross-trained non-design colleagues to relieve bottlenecks: a marketing coordinator now edits ecomm headers, and a marketing technologist maintains Ceros templates independently, with final publishing approval staying with me.
- Selected as **huddle leader for a 5-person cohort** in the Marketing Department's training curriculum.

#### Senior Graphic Designer · 2016–2023

- Designed print and digital marketing materials for the firm's legal and administrative departments, including pitches, proposals, recruiting, and event collateral.
- Coordinated production with copywriters, project managers, and outside vendors from request through delivery. **Promoted to Creative Services Manager** in 2023.

### Zoom Media Connect / Clubcom

#### Graphic Designer · 2011–2016

- Designed and animated 15–30-second video ads for a gym and fitness advertising network spanning the U.S. and Canada, often building creative direction from nothing more than a client's website or business card.
- Partnered with the UX/UI team, developers, and executives on a touchscreen product for 24 Hour Fitness.