

# MAX BARTLETT

GRAPHIC DESIGN  
& ART DIRECTION

## CONTACT



### Phone

(403) 975-5228



### Email

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### Address

1403 - 1111 4th St SW  
Calgary, AB



### Portfolio Site

mariposacreative.ca



### Instagram

@mhb.mariposa

## EDUCATION

### Bachelor of Fine Arts - New Media

University of Lethbridge  
2017 - 2022

## TECHNICAL SKILLS

### Adobe Creative Suite

Photoshop, Illustrator, InDesign,  
Premiere Pro, After Effects, Media  
Encoder, Acrobat Pro

### Figma

Open Broadcaster Software  
(OBS)

Digital marketing professional experienced in art direction, marketing, public relations, and account management. Enthusiastic and creative in visual design with exceptional flexibility, and resourcefulness. Seeking a team setting to further improve and share technical capabilities.

## RELEVANT WORK EXPERIENCE

### Marketing Coordinator - Fresh Fest (Contractor)

University of Lethbridge Students' Union

**JUN 2024 - SEP 2024 | Lethbridge, Alberta**

- Art direction for advertising and overall event graphics for Fresh Fest 2024.
- Managed successful pipeline of all digital and print promotional graphics from concept to release.
- Collaborated with talent management groups to ensure promotional deliverables were completed on schedule and within talent expectations & requirements.

### Communications & Marketing Coordinator

University of Lethbridge Students' Union

**FEB 2020 - SEP 2024 | Lethbridge, Alberta**

- Team lead on art direction & marketing for all events and campaigns.
- Coordinated efforts between team members to ensure project alignment and a successful pipeline from concept & development, to launch on various events and campaigns.
- Developed review processes to maintain high standards for project deliverables.
- Created detailed project schedules with milestones to keep teams on track and meet deadlines.
- Launched a new brand identity to enhance digital marketing, campaign effectiveness, and brand awareness.
- Spearheaded creative advertising content for various media. Including digital graphics, event calendars, posters, banners, apparel, and brochures.
- Developed video graphics and motion animation for use in event promotion and marketing.

### Vice President, Organization of Residence Students

University of Lethbridge Housing Services

**Sep 2018 - MAY 2021 | Lethbridge, Alberta**

- Oversaw a team of 16 individuals. Assessed team performance to foster strong team performance and a cooperative environment.
- Developing strategies with team members through constructive feedback and supportive guidance practices.
- Mediated team disputes while ensuring equity of opportunity and safety for all team members.
- Worked closely with team business manager to ensure and maintain proper bookkeeping practices.

### Marketing & Research Assistant

Enserva / Petroleum Services Association of Canada

**SUMMER 2019 | Calgary, Alberta**

- Established early directional steps for the launch of a new website in advance of a changing brand identity.
- Produced creative web layouts, interactive infographics, and information diagrams to improve client user experience.

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## COMMITTEES & PROFESSIONAL AFFILIATIONS

### University of Lethbridge Students' Union

**General Assembly** | Communications & Marketing Coordinator (Non-Voting Member) | FEB 2020 - JUN 2024

**Executive Council** | Communications & Marketing Coordinator (Non-Voting Member), Interim Chair | FEB 2020 - JUN 2024

**Mental Health Programming Committee** | Chair | AUG 2021 - JUN 2024

**Online Engagement Committee** | Chair | APR 2020 - AUG 2022

**Equity, Diversity, Inclusion, and Accessibility Committee** | Communications & Marketing Coordinator | SEP 2022 - JUN 2024

**Business Development Committee** | Marketing Department Representative | FEB 2020 - JUN 2024

**Policy Review Committee** | Marketing Department Representative | JAN - APR 2020 - 2024

**Strategic Planning Committee** | Communications & Marketing Coordinator | MAY 2020 - JUN 2024

### University of Lethbridge, Housing Services - Organization of Residence Students

**General Council** | Vice President | MAY 2019 - MAY 2021 | Residence Assistant | SEP 2018 - APR 2019

**Executives Council** | Vice President | MAY 2019 - MAY 2021

**Community Involvement Committee** | Chair | MAY 2019 - MAY 2020

**Communications Committee** | General Member | SEP 2018 - MAY 2021

### University of Lethbridge, Marketing & Government Relations

**Job Action Public Relations Committee, Ad Hoc** | ULSU Communications Representative | FEB 2022 - APR 2022

### The Meliorist Publishing Society

**Board of Directors** | Director | SEP 2020 - APR 2021

## FREELANCE EXPERIENCE

### Joe Media Group Inc. - Logo Redesign - APR 2023

Redesign and refresh of Joe Media Group's brand logo in celebration of their 20-year anniversary.

**PWTK Solutions** - Logo & Brand Identity Development - DEC 2024