

ANDREW STORCH

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SUMMARY

Accomplished Graphic designer with over four years of experience helping brands and organizations develop thoughtful design systems and identities. I bring a logical approach to design, searching for unique connections to elevate logos, visual identities, print layouts, and art direction.

PROFESSIONAL EXPERIENCE

Charles Products, Inc. / Rockville, MD
Graphic Designer / Oct 2023–Present

- Create a myriad of physical products for national parks, zoos, museums, theme attractions, and IP's across the United States.
- Lead the production of key sales tools, directing essential catalogs. Organizing, editing, and creating hundreds of items and designs, I communicate directly with the CEO, department heads, and sales leads. I incorporate feedback and solve design and layout challenges.
- Devise new tent-pole design systems to fit a wide variety of items, elevating the offerings of the company. I bring innovative, efficient, and replicable styles to the industry.
- Efficiently work within and expand on brand guidelines to engender designs, including illustration, photo editing, typographic treatments, packaging and 3D considerations.
- Other tasks include: utilizing AI, communicating design decisions with clients and sales team, independent time management, rapid product production, and presentation design.

FleishmanHillard / Washington, D.C.
Graduate Development Professional / Sept 2022–Oct 2023

- Worked with national clients at the top of the health, automotive, hospitality, and beverage spaces.
- Presented to clients and account teams, collaborated with experienced designers, and executed designs to meet a plethora of applications including digital social graphics, campaign concepts, PowerPoint designs, infographics, animations, brand guidelines, and visual identities.
- Elevated marketing and business proposals for my firm, including being the lead presentation designer on a successful pitch that led to a million dollar contract.
- Displayed attention to detail, professionalism, logical problem-solving, positive response to criticism and design feedback, and time-management skills to juggle multiple projects at once.

NOLEO Skincare / Remote
Graphic Design Intern / Oct 2021–Jan 2022

- Designed social media posts, website icons, advertisements, marketing campaigns, product illustrations, and publications to align with new product releases and marketing.

TADA! Graphic Design / Philadelphia, PA
Junior Design Intern / 2021–2022

- Collaboratively engendered a variety of branding concepts, created logos, illustrated and produced website designs while interacting with clients.

FREELANCE

Camp Ramah in the Poconos / campaign design including mailer, logo, social graphics, and brand system guidelines

Baylor College of Medicine / brand identities and logos for multiple programs

Kreative Studios /book and album cover

Shaare Torah / social graphics rebrand

ACHA / print designs and social graphics

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft PowerPoint

Microsoft Office

Illustration

Art Direction

Concept Development

Typography

AI image prompting

Logo Design

Adobe AfterEffects

UI/UX Design

Figma & Webflow

Design Principles

Printing Press & Printmaking

HTML and CSS

Digital Fabrication

Conversational Spanish

EDUCATION

Washington University in St. Louis
Sam Fox School of Design & Visual Arts
BFA in Communication Design 2022

HONORS

Paul Edward Birdsell Award / 2022

National Association of Schools of
Art and Design Exhibition / 2022