

Max Brustein

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PROFESSIONAL SUMMARY

- **Multidisciplinary designer with a strong foundation in graphic design**, UX/UI principles, and front-end web development, creating visually engaging and user-centered digital experiences.
 - **Experienced in designing responsive websites**, developing WordPress solutions, and producing branded print and digital materials that strengthen identity and improve user engagement.
 - **Skilled in SEO-driven design strategy**, optimizing site structure, content, and visuals to enhance visibility and performance.
 - **Adept at balancing creativity with technical execution**, integrating design best practices with hands-on experience in website development, visual imaging, and cross-platform brand consistency.
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EXPERIENCE

Refresh Mental Health/Optum | Remote

IT Technical Analyst (2022 – Present)

- **Deliver expert IT support**, troubleshooting technical issues to ensure efficient workflow and minimize disruptions for end-users.
- **Oversee VOIP networks and IVRs**, maintaining software and hardware-based communication efficiency across our brands.
- **Deploy and provision new hardware**, including computers and desk phones, for seamless client onboarding and support.
- **Expertise in VOIP networking and system provisioning**, with a proven track record of designing, and deploying VOIP systems across 150+ offices.

Digital Marketing Specialist (2020 – 2022)

- **Managed 80+ websites** to enhance user engagement, driving increased traffic and improving online presence.
- **Conceptualized, created and developed WordPress websites** with a focus on user experience, collaborating with clinical directors for targeted improvements.
- **Designed compelling printed materials** in alignment with established brand standards.
- **Followed SEO best practices** to optimize websites, ensuring high visibility and performance in search engines.
- **Led website and domain migration projects**, integrating newly acquired businesses into the central network seamlessly.

Web.com | Jacksonville, FL

Senior Web Design Specialist (2019 – 2020)

- **Produced promotional marketing materials** aligned with Web.com's brand standards to strengthen visual consistency.
- **Developed responsive websites** and conversion-optimized visuals that strengthened brand presence, increased user engagement, and improved local market performance across diverse client markets.
- **Spearheaded the redesign of non-responsive websites**, for responsiveness in an effort to improve user-friendliness and brand identity across various platforms.

Specialist, SEO (2017 – 2019)

- **Conducted keyword research and competitor analysis** to drive organic traffic and improve website SEO rankings.
- **Developed and executed SEO strategies**, increasing site visibility and attracting higher-quality traffic.
- **Enhanced website optimization** by updating title tags, meta descriptions, and body content, boosting organic search results.
- **Built and implemented successful link-building strategies** to improve website authority and search engine rankings.

Web Design Specialist (2010 – 2017)

- **Designed modern, user-focused websites** aligned with UI best practices, elevating usability, strengthening visual identity, and driving higher engagement across diverse industries.
 - **Delivered timely website updates under tight deadlines**, consistently meeting expectations and maintaining client satisfaction.
 - **Managed a wide range of design projects simultaneously**, blending creative vision with functional requirements to support varied client goals.
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EDUCATION

SUNY Oneonta / BA in Graphic Design

2005 - 2007, Oneonta, NY

SUNY Cobleskill / AS in Graphic Design

2003 - 2005, Cobleskill, NY

SKILLS

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| • Adobe CC | • Customer/Help Desk Support | • SEO Marketing |
| • Brand Identity Development | • Figma | • TCP/IP |
| • Canva | • HTML/CSS Coding | • UX and UI Design |
| • Cloud-Based Communication (8x8) | • Microsoft 365 | • Visual Imaging |
| • Color Theory & Visual Hierarchy | • Provision Hardware | • Web Analytics |
| • Content Management Systems
(WordPress, Squarespace, WIX) | • Provisioning Remote Sites | • Web and Print Design |
| | • Responsive Design Principles | • Website Development |