

# Hi, I'm Max.

Maxwell Tielman  
maxwelltielman.com

I'm an **art director** and **content strategist** with nearly ten years of experience in the design and lifestyle fields. I'm a nerd for design history, love a good horror movie, and should probably stop buying so many books. I have a dog named Tucker, and we live together in Brooklyn, NY. 🐾

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## West Elm | Brooklyn, NY

– Art Director | 2018–Present

Head end-to-end photography and video content from conceptualization to implementation, including concept presentations, shoot direction, set design, and location/talent selection. Translate business objectives into visual assets for all channels including brand's catalog, advertisements, website, and social media channels.

- Lead the brand's photo and video to a more refined aesthetic, in-line with business and audience persona.
- Direct 20+ photo/video shoots per year including brand's core seasonal campaign imagery.

– Manager, Digital Content & Social Media | 2015–2018

Managed editorial strategy and content production for the brand's blog and social media channels. Directed editorial projects from a team of in-house and freelance content creators, including writing, photography, digital design, and illustration. Worked individually as a content creator, executing nimble and smaller-scale photo and video shoots, in addition to writing, art direction, graphic design, and video editing.

- Delivered in maximizing Instagram follower growth from 400K to ~1.5M.
- Accelerated follower engagement and sentiment through a focused UGC strategy.
- Optimized organic and paid social engagement with the popular #AskWestElm video series.
- Maximized traffic to the brand's blog through a weekly cadence of user-submitted home tour features.

## Design\*Sponge | Brooklyn, NY

– Senior Editor | 2012–2015

Managed content development for the design and lifestyle website *Design \*Sponge*. Oversaw freelance writers and creative contributors, in addition to acting as an individual contributor in writing, photography, video production, and graphic design. Established strong communication with advertising team to create sponsored content for sizable brands including Target, West Elm, Kate Spade, IKEA, Sony, and Staples.

- Acted as lead home tours editor in addition to writing, photographing, and styling a number of daily, weekly, and monthly features.
- Revitalized graphic templates for recurring features and established a photographic style guide for reader and freelance submissions.

## Education

### Parsons School of Design | New York, NY

Graduate coursework | History of Decorative Arts and Design

### Pratt Institute | Brooklyn, NY

BFA | Theory, Criticism, and History of Art, Design, and Architecture

### Vignelli Center for Design Studies | Rochester, NY

Master Design Workshop with Massimo Vignelli

## Skills

### Creative

Art direction, studio photography, prop styling, set design, copywriting, graphic design

### Software

Adobe Creative Suite, Keynote

### Web

HTML/CSS/Front End, Google Analytics, MailChimp

### Social Media

Sprinkler, Shoutlet, Curalate, Olapic, Instagram for Business, Facebook Business, Pinterest for Business, WordPress