

maxcriterpusch@gmail.com

<https://maxcriterpusch.com>

Max C. Ritterpusch

Designer, Strategist, & Storyteller.

Experience

Hartford Healthcare x SCADPro – *Visual Lead*

September 2025 - November 2025

- Worked with creative teammates and executives at Hartford HealthCare to develop a UI rollout promoting human-centered design initiatives.
- Collaborated with visual, branding, and UX teams to establish a cohesive design system across presentations, supporting assets, and UX implementations.
- Participated in leadership meetings to maintain cross-team alignment and ensure project deliverables met strategic objectives set by the project manager.

Deloitte x SCADPro – *Creative Director*

March 2025 - May 2025

- Collaborated with cross-functional team members to develop a targeted social media and digital marketing campaign for clients at Deloitte, focusing on specific government sectors.
- Communicated visual and verbal standards while developing creative assets to ensure a cohesive campaign identity spanning visuals, messaging, audio, and presentations.

Deloitte x SCADPro Rapid – *Campaign Strategist*

March 2026 - April 2026

- Worked with a small team developing a concept for the Future of Food Labels
- Lead the team through developing a marketing strategy/brand guidelines for the campaign.
- Collaborated with different sectors of the team on how to integrate each touchpoint together and work as a unified system.
- Assisted in visual development of concepts and supporting graphics.

Education

Savannah College of Art and Design – *B.F.A*

September 2022 - June 2026, Savannah, GA

Skills

Technical: Photoshop, After Effects, Illustrator, Premier Pro, Microsoft Suite, Figma, Canva

Professional: Strategy, Marketing, SEO, Presentation design, Audience profiles, Art direction, Problem-Solving skills, Design skills, Interpersonal skills, Team-Building