

MAX
VAN TILBURG

www.maxvantilburg.com

About Me

Hi, my name is Max Van Tilburg. I've been working as a graphic designer for about 6 years although I got my degree about 3 years ago.

I'm heavily involved in music, specifically the punk and independent music scene in Kansas City since I was a kid. I've played in various bands and had the chance to tour the US several times.

I am a Brazilian Jiu-Jitsu practitioner and train 3 to 4 times a week. I am part of a very competitive and tight-knit team that has medals from local and national competitions.

I love reading and working to acquire new skills. I am currently trying to learn more about copywriting. I am a big music and movie nerd and have a lot of knowledge of both.



Resume

Summary of Qualifications

- Strategically focused graphic designer specializing in content and brand development
- Skilled in crafting engaging assets for social media content and producing impactful marketing materials and collateral
- 6 years of professional experience in printmaking, specializing in screen printing
- Extensive knowledge of useless information surrounding music

Experience

SOCIAL MEDIA MANAGER | August 2023 - Present
Triggered Media Co.

- Create content and oversee social media campaigns
- Schedule content for a variety of social channels including Instagram, TikTok, LinkedIn and Facebook
- Review analytics and adjust strategy to increase brand awareness

GRAPHIC DESIGNER | July 2021 - July 2023
A Place for Mom

- Work with copywriters and art director to bring original concepts to final layout for editorial content
- Maintain consistent visual language across website, marketing materials and collateral
- Develop multiple design layouts for marketing collateral and internal document

GRAPHIC DESIGNER | July 2018 - July 2021
Seen Merchandising

- Meet with or correspond via email with clients on potential design needs
- Prepare artwork for final production and prepress for all print and embroidery jobs
- Assist press operators with further print details

Education

**Associate of Applied Science -
Graphic Design**
Johnson County
Community College
Overland Park, KS
December 2019

Programs

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe After Effects

Strengths

Layout
Social Media
Illustration
Identity & Branding
Copywriting (in training)

Affiliations

AIGA Member
2017-Present

Creative Mornings
2019-Present

Contact Info

816-719-4389
maxxvantilburg@gmail.com
www.maxvantilburg.com

Museum of the Four Corners

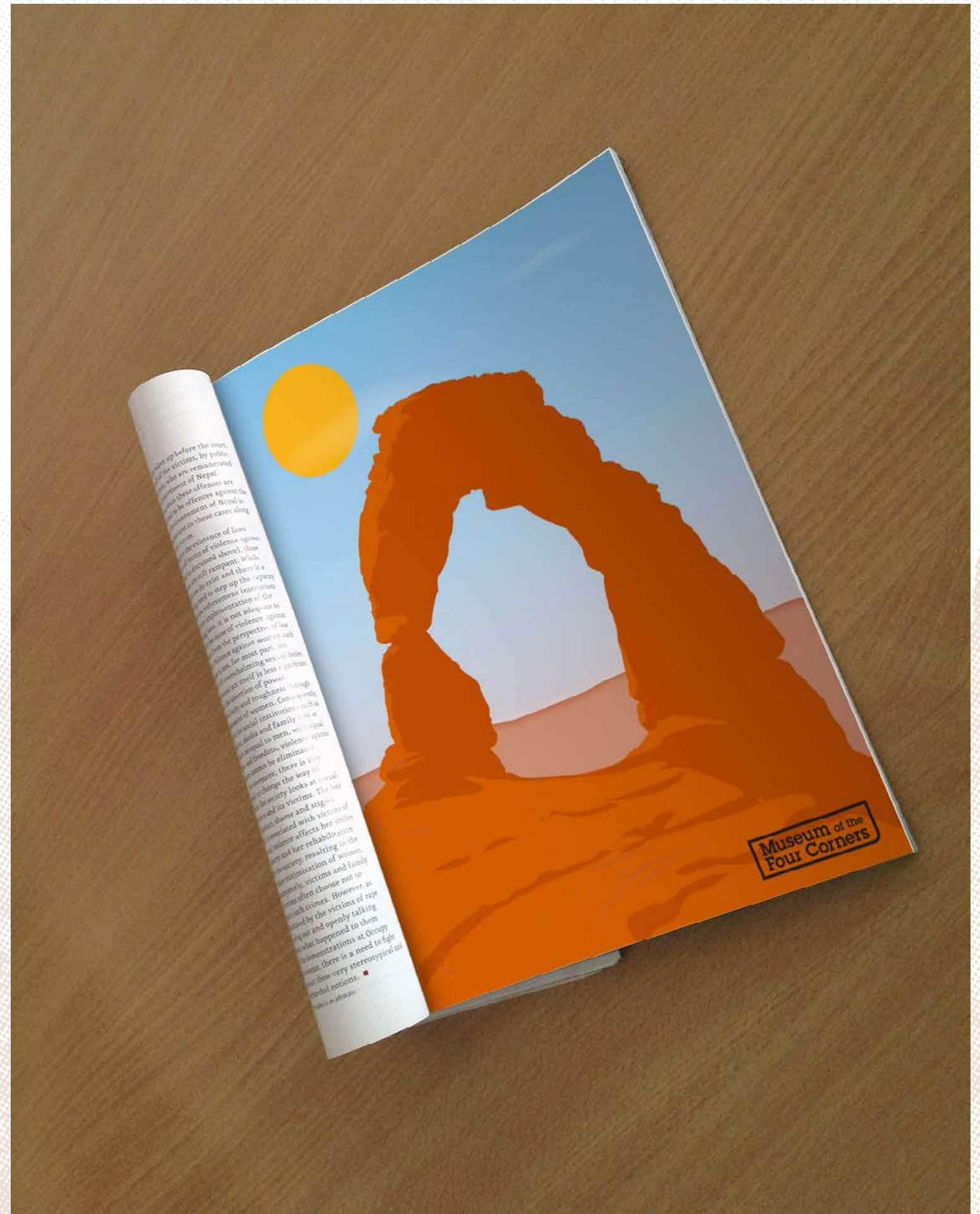
This is a student project I made for a Layout Design class at JCCC. The assignment was to create an imaginary business and build a visual identity for it.

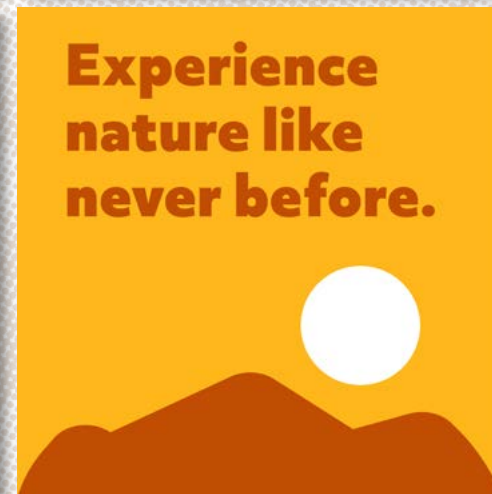
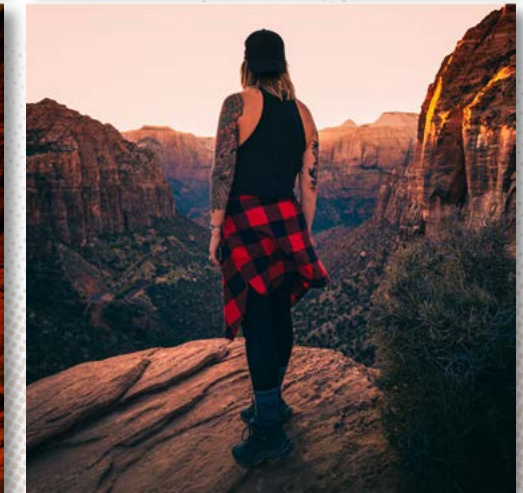
Museum of the Four Corners is a natural history museum located in the southwest corner of Colorado. It gives visitors a chance to learn more about one of the most unique regions of our country and serves as a resource to other landmarks to discover throughout the southwest.

I researched similar businesses that exist in this region and designated that the target audience was mid 20s to early 30s, outdoor enthusiast, loves traveling, camping and rock climbing, shops at stores like Patagonia, REI, The North Face and Moosejaw.

From this information, I decided the look and feel of this brand should be directly inspired by the natural beauty and colors of the southwestern landscape and wildlife. I did this by using warm, bold colors as well as thick lines and typefaces.







Full Circle Music Fest

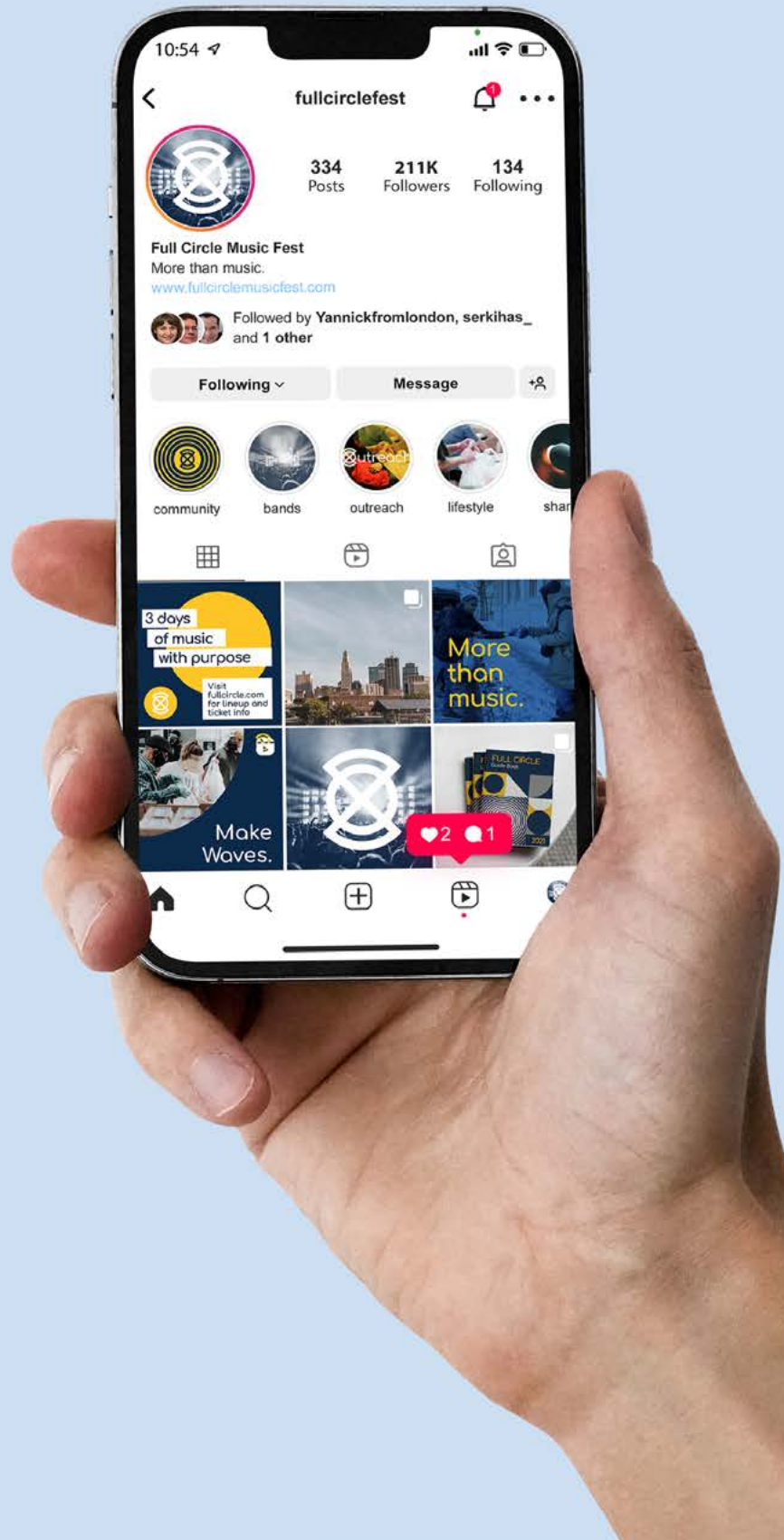
This was another school project at JCCC for our Production Methods class. The assignment was to create an event and build a visual identity around it.

Full Circle is a music festival for a new generation of fans that want more from the communities they are a part of. Music with a purpose.

Full Circle offers a chance for fans to give back to their communities and help those less fortunate while enjoying their favorite bands. They can earn tickets and merch through volunteer work or by donating to local charities.

The look and feel of Full Circle is striking and impactful while still maintaining a sense of the DIY ethic that dictates the values of this festival. The audience is just as much a part of making Full Circle a success as the performers are.





3 days
of music
with purpose

Visit
fullcircle.com
for lineup and
ticket info



More
than
music.

Make
Waves.



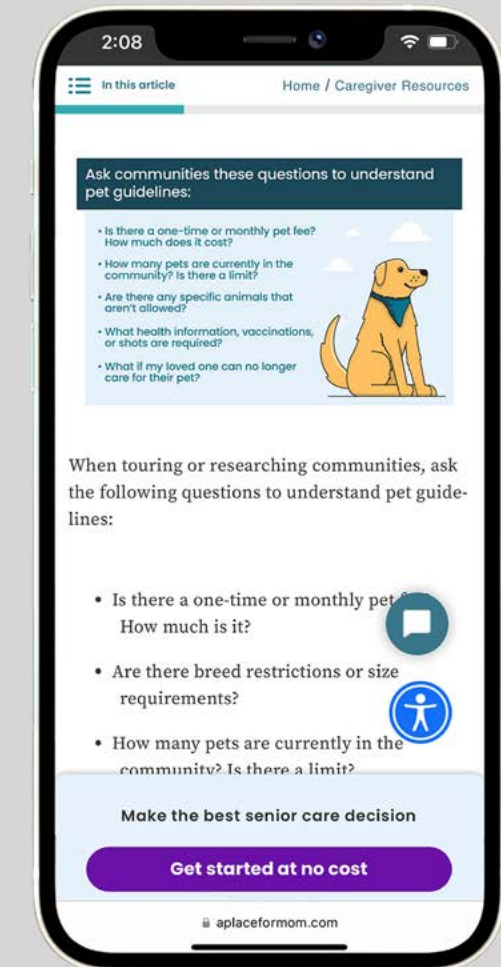
Black
Lives
Matter.

Outreach

A Place for Mom

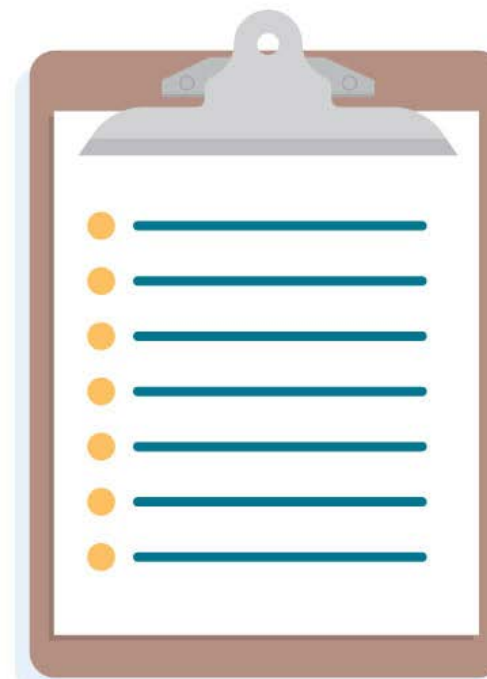
A Place for Mom is a senior living referral service with a nationwide network of over 17,000 providers.

As a part of the creative team for A Place for Mom, I was responsible for working with copywriters and content strategists to create engaging editorial content, impactful marketing materials and collateral to help customers navigate through the difficult decisions involved with finding senior living for their loved ones.



Alternatives to assisted living that may be covered by Medicaid:

- Adult day services
- In-home nursing and therapy
- In-home personal care
- Care coordination & case management



Safety advice for seniors at home

- ✓ **Bathroom**
Install grab bars
- ✓ **Hallway**
Install handrails and smoke detectors
- ✓ **Kitchen**
Add appliances with auto-shutoff features
- ✓ **Living room**
Remove rugs and install nonslip flooring
- ✓ **Outside**
Remove trip hazards like rocks and roots

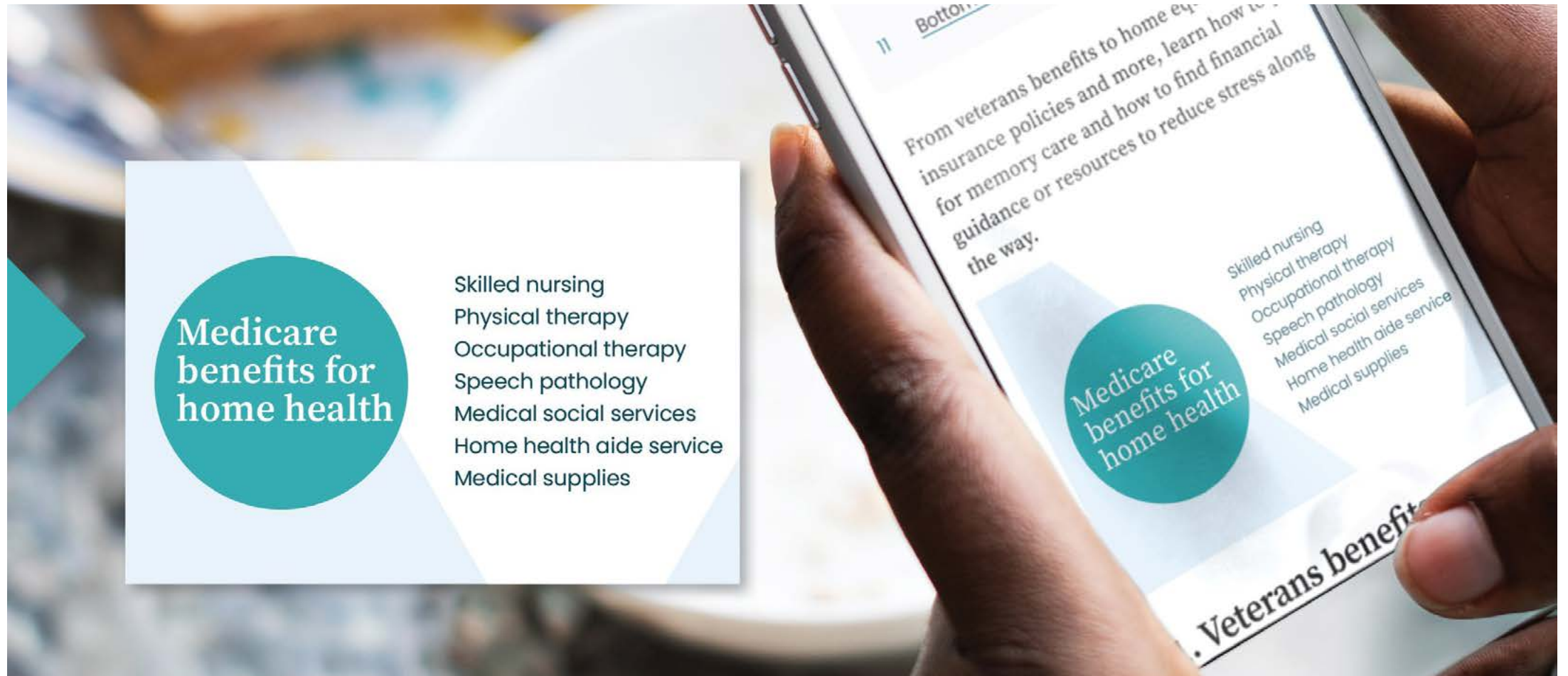
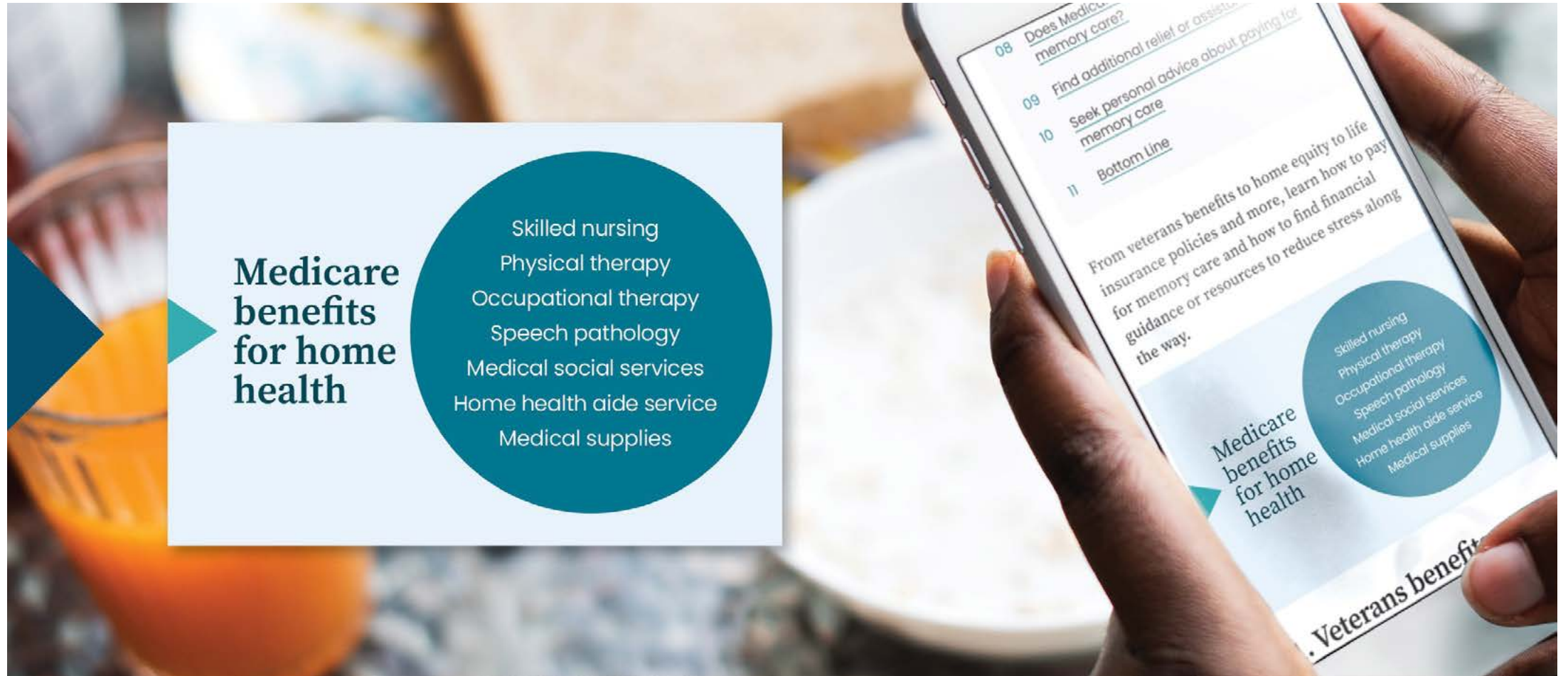


Our team was assigned the responsibility of crafting a strategy and aesthetic that aligns seamlessly with the existing brand, while remaining adaptable to address any limitations.

To guide our decision-making process in asset creation, we devised a systematic approach. Is it possible for us to produce assets that foster engagement, drive conversions, and achieve higher rankings? Given the constraints of our CMS, we needed to establish a framework to determine the optimal word count and content for each asset.

Our goal was to develop assets that catered to users' search intent by incorporating relevant keywords, adhering to naming conventions, and utilizing alt text effectively.

We aimed to create assets that were captivating and nurturing enough to captivate our readers, ensuring they wouldn't simply scroll past but find them genuinely helpful and valuable, ultimately boosting their time spent on our pages and enhance the visibility of our assets in Google's search rankings.



WE GIVE HOPE

In a mess of information and knowledge, we provide clarity and answers through visual assets and imagery. We answer questions. We give context. All in an easy to digest, perfectly packaged picture. One image can answer many questions, nurture, engage, convert and rank.

We're here to serve. Here to help. Here to give hope.

We use shapes in various forms to communicate powerful messages. To bring attention, to highlight. Through the use of shapes, we can communicate a visual hierarchy, a way to simplify or complicate.

Poppins: headlines and body copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#%&*()_+{|}:?<->?<

Poppins is a clean, new sans-serif font.

The characters are based on geometry, particularly circles, making it particularly suited for web. Poppins is used for website body copy CTAs and captions, and other tertiary text.

Source Serif: Headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

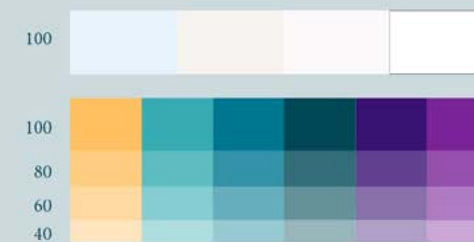
abcdefghijklmnopqrstuvwxyz

!@#%&*()_+{|}:?<->?<

Source Serif Pro is a serif typeface in the transitional style, a serif font intended for web usage.

Source Serif Pro is used for website headlines and secondary text.

Colors



ASSETS BEFORE & AFTER

BEFORE

10 Warning Signs of Dementia

- Behavior changes**
 - Poor judgment
 - Moments of confusion
- Delusions and hallucinations**
 - Speaking to someone who isn't there
 - Paranoia
- Difficulty completing normal tasks**
 - Taking excessive time or is excessively challenged
- Language difficulties**
 - Trouble finding words, understanding, and expressing thoughts
- Memory loss**
 - Forgetting events, names, and memories
- Social difficulties**
 - Making insensitive or inappropriate comments
- Money challenges**
 - Forgetting to pay bills
 - Unusual spending
- Reading struggles**
 - Reading takes longer or is less enjoyable
- Way finding challenges**
 - Becoming lost while driving or walking in familiar surroundings
- Withdrawing from interests**
 - Staying away from once beloved activities

Source: <https://www.ris.nih.gov/health/what-is-dementia>

AFTER

10 warning signs of dementia

- Behavior changes
- Language difficulties
- Money challenges
- Reading struggles
- Delusions and hallucinations
- Wayfinding challenges
- Difficulty completing tasks
- Memory loss
- Social difficulties
- Withdrawing from interests

BEFORE

Assisted Living vs. Nursing Homes

Who is it for?

- Assisted Living:** Ideal for active seniors looking for a more social lifestyle, but who need help with everyday tasks.
- Nursing Homes:** Ideal for seniors in need of a higher level of care who require full-time monitoring and medical assistance.

What's the difference?

- Assisted Living:**
 - Assistance with activities of daily living
 - Restaurant-style dining and happy hours
 - Social activities
 - Apartment-style living options
- Nursing Homes:**
 - Extensive, 24-hour medical care
 - Meal assistance
 - Increased safety features
 - Private or shared rooms

What's the cost?

- Assisted Living:** The median cost of assisted living was \$4,500 a month in 2021.^[1]
- Nursing Homes:** The median cost of skilled nursing ranges from \$2,900 to \$9,000 a month, depending on room type.^[2]

[1] <https://www.governorsignityandyou.com/news/assisted-living-cost>

AFTER

Assisted Living vs. Nursing Homes

Who is it for?

- Assisted Living:** Ideal for active seniors looking for a more social lifestyle, but who need help with everyday tasks.
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What's included?

- Assisted Living:**
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 - Restaurant-style dining and happy hours
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What's the cost?

- Assisted Living:** The median cost of assisted living was \$4,500 a month in 2021.^[1]
- Nursing Homes:** The median cost of skilled nursing ranges from \$7,900 to \$9,000 a month, depending on room type.^[2]

[1] <https://www.governorsignityandyou.com/news/assisted-living-cost>

BEFORE

Key differences between:

| Delirium ¹ | Dementia ² |
|---|--|
| Begins suddenly and develop quickly | Begins gradually and progress over time |
| Has a defined starting point | Has an uncertain starting point |
| Is temporary and reversible | Is permanent and worsens as the disease progresses |
| Causes difficulty with attention | Causes difficulty with remembering recent events |
| Causes slow, slurred speech during episodes | Causes speech problems, difficulty putting thoughts into words, remembering common words, and results in the repetition of words and phrases |

1. MedlinePlus, National Library of Medicine. (2022, June 16). Delirium. 2. Centers for Disease Control and Prevention. (2021, April 5). What is Dementia?

AFTER

Understand the differences

| Delirium ¹ | Dementia ² |
|--------------------------------------|---------------------------------|
| Begins suddenly and develops quickly | Begins gradually and progresses |
| Defined starting point | Uncertain starting point |
| Temporary and reversible | Permanent and worsens |
| Difficulty paying attention | Difficulty remembering |
| Causes slowed and slurred speech | Causes forgetfulness of words |

1. MedlinePlus, National Library of Medicine. (2021, June 16). Delirium. 2. Centers for Disease Control and Prevention (CDC). (2019, April 5). What is Dementia?

BEFORE

Causes and risk factors of:

| | | |
|-----------------------------|----------------------------------|-----------------------------|
| Delirium¹ | Drug interactions or sensitivity | Hospitalization and surgery |
| | Dehydration | Infection or illness |
| Dementia² | Age | Poor heart health |
| | Genetics | Traumatic brain injury |

AFTER

Causes of delirium

- Drug interactions or sensitivity
- Dehydration
- Hospitalization and surgery
- Infection or illness

MedlinePlus. National Library of Medicine. (2021, June 16). Delirium.

Risk factors of dementia

- Age
- Genetics
- Poor heart health
- Traumatic brain injury

Centers for Disease Control and Prevention (CDC). (2019, April 9). What is Dementia?

BEFORE

Touring Checklist: Memory Care

When calling or visiting a prospective senior living community, use this checklist to keep notes, compare communities, and get answers to important questions.

General Observations

- You're greeted and feel welcome
- All exits and entrances are secured/supervised
- Easy to navigate indoor and outdoor common areas
- Outdoor areas are secured to prevent wandering
- Areas are clean and odor free
- Residents appear engaged and content
- Residents appear well-groomed
- Bathrooms have accessibility features like handrails
- Pet-friendly environment
- You're comfortable with the medical-emergency procedures

Personal Services

- Ongoing care assessments beginning upon admission
- Assistance with activities of daily living
- Outside care provider visits are coordinated
- Meals are nutritious and appealing
- Special dietary accommodations are provided
- Person-centered care
- Transportation assistance is available
- Housekeeping, laundry, and linen services
- What specialized memory care therapies or services are offered?

Staffing

- Staff are licensed or certified
- Staff are kind and caring to residents
- Staff call residents by name
- Staff are trained
- Staff appear well-groomed
- You're comfortable with the staff-to-resident ratio
- What specialized training in memory care do staff receive? Methods used for de-escalation?

Living Units

- Natural lighting is good throughout the day
- Temperature is comfortable
- Emergency call system you feel comfortable with
- The right balance of privacy and safety
- Who will have keys to the unit?

Finances

- Requirements for renter's insurance are clear
- There is an appeal process for dissatisfied residents
- Monthly price breakdown is clear
- All additional fees are mentioned
- What sort of pricing incentives, move-in specials, or other financial programs are available?
- How long is the wait list, and how are availability awarded? Is it first come, first served?

AFTER

Memory care touring checklist

When contacting or visiting a prospective memory care community, be sure to use this checklist to keep notes, compare communities, and get answers to important questions.

General Observations

- You're greeted and feel welcome
- Entrances and exits are secure
- Common areas are easy to navigate
- Outdoor areas prevent wandering
- Community is clean and odor-free
- Residents look happy and engaged
- Residents appear well-groomed
- Bathrooms include accessibility features
- Emergency protocols are available
- Pet-friendly environment

Personal Services

- Care assessment begins upon admission
- Daily care and chores are managed
- Outside patient care is coordinated
- Meals are tailored and nutritious
- Special diets are accommodated
- Person-centered care is provided
- Transportation is available
- What specialized memory care therapies or services are offered? What specialized activities are available to residents in various stages of memory loss?

Staffing

- Staff are licensed or certified
- Staff are kind to residents
- Staff call residents by name
- Staff are trained
- Staff look well-groomed
- Staff-to-resident ratio is comfortable
- What specialized memory care training does staff receive?
- What methods are used for de-escalation?

Finances

- Requirements for renter's insurance are clear
- Monthly price breakdown is clear
- All additional fees are mentioned
- What sort of pricing incentives, move-in specials, or other financial programs are available?
- How long is the wait list, and how are availability awarded? Is it first come, first served?

Living Units

- Natural light is present during the day
- Temperature is comfortable and comfortable
- Emergency call system is available
- Balance of safety and privacy
- Who has keys and access to the unit?

BEFORE

Memory care activities calendar

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--|---|--|---|--|---|
| 1 9: In the news 10: Walking club 2: Cookie social 5: Brain teasers | 2 9: Move to music 11: Music therapy 2: Arts & crafts 5: Trivia | 3 10: Morning walk 11: Morning stretch 11: Brain teasers 2: Noodle hockey 5: Pictionary | 4 9: Morning stretch 11: Ball toss 2: Hand massages 5: Bowling | 5 9: Chair exercises 11: Bowling 2: Bingo 5: Book club | 6 9: Chair exercises 11: Brain teasers 2: Bingo 5: Book club | 7 9: Chair Yoga 11: Brain teasers 2: Happy hour 5: Game show |
| 8 9: In the news 10: Walking club 2: Bingo 5: Finish the lyrics | 9 9: Move to music 11: Music therapy 2: Arts & crafts 5: Ballroom tans | 10 10: Morning walk 11: Morning stretch 11: Brain teasers 2: Puzles 5: Pictionary | 11 9: Morning stretch 11: Brain teasers 2: Chair volleyball 5: Music therapy | 12 9: Chair exercises 11: Bowling 2: Book club 5: Movie night | 13 9: Chair exercises 11: Brain teasers 2: Ring toss 5: Movie night | 14 9: Chair Yoga 11: Brain teasers 2: Happy hour 5: Game show |
| 15 9: In the news 10: Walking club 2: Calling 5: Spelling bee | 16 9: Move to music 11: Music therapy 2: Paper art social 5: Trivia | 17 10: Morning walk 11: Morning stretch 11: Brain teasers 2: Karaoke 5: Pictionary | 18 9: Morning stretch 11: Puzles 2: Chair volleyball 5: Bowling | 19 9: Chair exercises 11: Bowling 2: Brain teasers 5: Book club | 20 9: Chair exercises 11: Brain teasers 2: Pit therapy 5: Movie night | 21 9: Chair Yoga 11: Brain teasers 2: Happy hour 5: Game show |
| 22 10: Outdoor art 10: Walking club 2: Bingo 5: Finish the lyrics | 23 9: Move to music 11: Music therapy 2: Arts & crafts 5: Trivia | 24 10: Morning walk 11: Morning stretch 11: Brain teasers 2: Hand massages 5: Pictionary | 25 9: Morning stretch 11: Brain teasers 2: Chair volleyball 5: Bowling | 26 9: Chair exercises 11: Ball toss 2: Bingo 5: Book club | 27 9: Chair exercises 11: Brain teasers 2: Ice cream social 5: Pit therapy | 28 9: Chair Yoga 11: Brain teasers 2: Happy hour 5: Game show |
| 29 9: In the news 10: Walking club 2: Cookie social 5: Brain teasers | 30 9: Move to music 11: Music therapy 2: Arts & crafts 5: Trivia | 31 10: Morning walk 11: Morning stretch 11: Brain teasers 2: Noodle hockey 5: Pictionary | | | | |

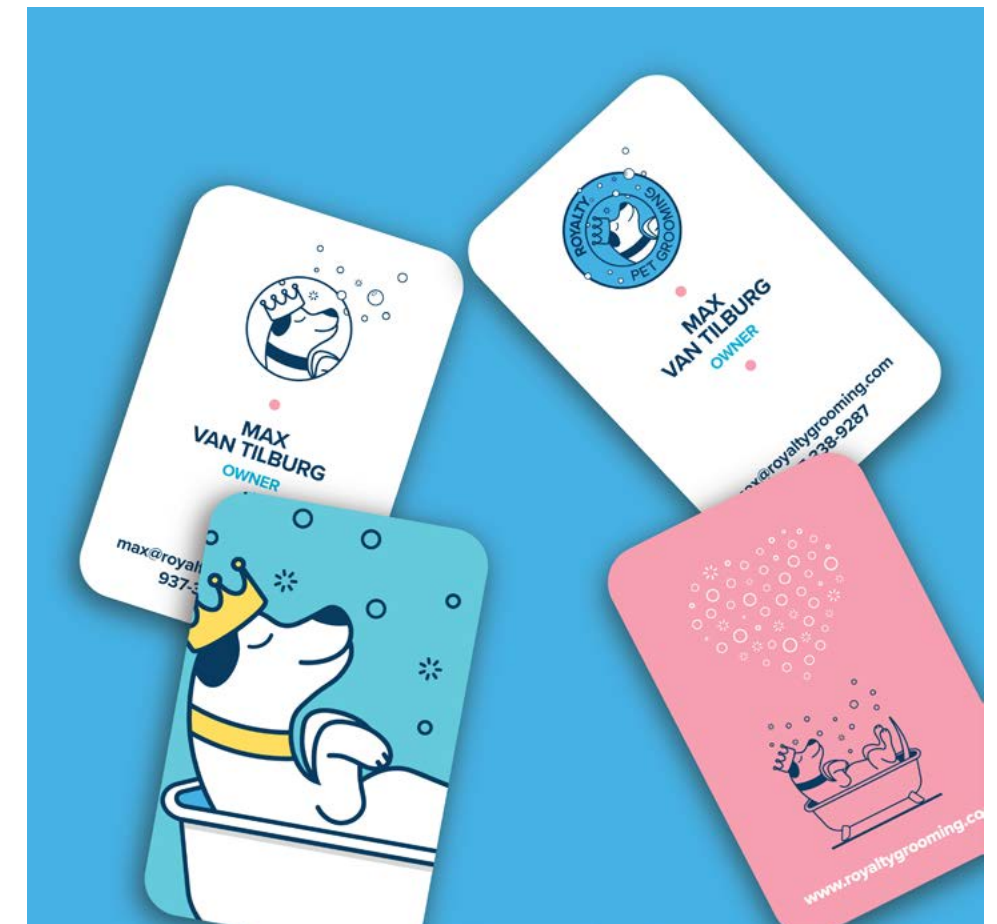
AFTER

Memory care activities calendar sample

| Day | 9 am | 11 am | 2 pm | 5 pm |
|-----------|--------------------|---------------------|--------------------|----------------|
| Saturday | | | | |
| Sunday | | | | |
| Monday | 9 am Move to music | 11 am Card games | 2 pm Arts & crafts | 5 pm Trivia |
| Tuesday | 9 am Morning walk | 11 am Bird watching | 2 pm Noodle hockey | 5 pm Bowling |
| Wednesday | 9 am Chair Yoga | 11 am Salon time | 2 pm Bingo | 5 pm Book club |
| Thursday | | | | |
| Friday | | | | |

Royalty Pet Grooming

This was a fun branding exercise I put together for a fictional pet grooming business. I took a very playful approach to make it as welcoming as possible. This is geared towards people who like to pamper and spoil their pets and almost treat them as royalty.



Merch and Apparel Design

For six years, I worked in merchandising at two different print shops: Seen Merch and Bandwagon Merch. I started as a printer and was eventually promoted to graphic designer.

I had the opportunity to work as a designer with bands such as The Gaslight Anthem, Brian Fallon, Helmet and As I Lay Dying as well as comedians such as Eric Andre and Iliza Shlesinger.

Typically we would meet with clients and develop a brief to bring to the rest of the design team. We would then work together to translate the clients' needs into a final product.



Iliza Shlesinger

My team was approached by comedian Iliza Shlesinger to brand and create merchandise for her Comedy Tailgate Tour which happened in 2020 during the pandemic.

This tour took place exclusively at drive-ins across the country where fans could watch the show from the safety of their cars.

I was assigned to design a gas station style t-shirt for her tour which featured lightning bolts, an eagle, the American flag and her dog Tian Fu.

She wanted to lean in to how specifically Americana – not only car culture – a drive-in is. In her words, “It’s not a stuffy theatre, it’s an American tailgate drive-in party.”



Brian Fallon & The Gaslight Anthem



As I Lay Dying



AS I LAY DYING

THE SHAPED BY FIRE TOUR

| | |
|--|--|
| Nov. 15 - Las Vegas, NV - House Of Blues | Nov. 30 - Buffalo, NY - Town Ballroom |
| Nov. 16 - Phoenix, AZ - The Van Buren | Dec. 01 - Reading, PA - Reverb |
| Nov. 18 - Dallas, TX - House Of Blues | Dec. 02 - Cleveland, OH - House Of Blues |
| Nov. 19 - Houston, TX - House Of Blues | Dec. 03 - Chicago, IL - House Of Blues |
| Nov. 21 - New Orleans - House Of Blues | Dec. 04 - Minneapolis, MN - Varsity Theater |
| Nov. 22 - Atlanta, GA - Buckhead Theatre | Dec. 06 - Denver, CO - Summit |
| Nov. 23 - Charlotte, NC - The Fillmore Charlotte | Dec. 07 - Salt Lake City, UT - The Complex |
| Nov. 24 - Wantagh, NY - Mulcahy's Pub and Concert Hall | Dec. 09 - Seattle, WA - El Corazon |
| Nov. 25 - Boston, MA - House Of Blues | Dec. 10 - Portland, OR - Wonder Ballroom |
| Nov. 26 - Philadelphia, PA - Theatre of Living Arts | Dec. 11 - Sacramento, CA - Ace Of Spades |
| Nov. 27 - Pittsburgh, PA - Roxian Theatre | Dec. 12 - Ventura, CA - Ventura Theater |
| Nov. 29 - Silver Spring, MD - The Fillmore Silver Spring | Dec. 13 - Los Angeles, CA - The Regent Theater |
| | Dec. 14 - San Diego, CA - SOMA |

POWERED BY 

Client List

Eric Andre
Iliza Shlesinger
The Gaslight Anthem
Brian Fallon
Helmet
As I Lay Dying
August Burns Red
Nerver
Spine
RecordBar
Electric Lady Studios
Hypebeast KC
Bodyfit KC
Allset Solar