



## STRENGTHS

I'm a designer who believe design is a social responsibility. The outcomes designers conceive are everyday products that may change people life, and I want to help organisations to find creative human-centred solutions to thier problems. At the heart of my approach is my friendly partnerships with those I am working with, which creates the best creative environment.

### What I do:

- Concepts
- Storyboards
- Visuals
- Illustrations
- Crafting

### Channels:

- Digital
- Press
- Interior
- Fashion

### Sectors:

- Public
- Private
- Education
- Retail
- Entertainment
- Not-Profit

## EXPERIENCE

### Creative Consultant | UX Designer

MAXMATTER

Helping organisations to find creative and engaging solutions, emphasising design that truly matter to people. Educating the community on how design can be a human-centered mission, creating memorable user experiences.

- Understand organisational objectives and defining success metrics
- Market research and competitor analysis
- User Persona analysis
- Conceptualise and design various artefacts to demonstrate the future state
- Prototyping
- Test and validate the design artefacts for risk mitigation.

**Clients:** Insight Creative Wellington, Fonterra Auckland, Nutratify Singapore, Dairy NZ, MBIE, BCITO, YouthHub, Synapsys Wellington, AKL Council - Leisure Centre.

**Creative Consultant - NZ**

[www.maxmatter.com](http://www.maxmatter.com)

Nov 2016 to Present

### Creative Director

MOXIE

Responsible for setting and maintaining the overall creative standards of the studio and brand positioning. Directs the activities of other team members and inspires them to exceed and reach the agency's standards of creative excellence, timeliness, and profitability, whilst inspiring our clients and achieving their goals.

- Provide leadership/motivation and convey Moxie's creative standards
- Lead designer on key projects and accounts
- Embed digital thinking within the team
- Manage clients and projects on a day-to-day basis
- Work alongside account directors or project design leads.

**Clients:** Ministry for Woman, Nz on Air, NZ Post, Sport NZ, Obiqo

**Creative Agency - NZ**

[www.moxie.co.nz](http://www.moxie.co.nz)

Jun 2016 - Oct 2016

## Art Director

KINEO PACIFIC

Interpret clients' branding requirements, across New Zealand and Australia, to create a compelling look and feel products. Idea generation, concept development and visualisation ensuring the quality of visual work is outstanding.

- Take responsibility for setting and maintaining Kineo graphics standards
- Interpret and execute graphics briefs ensuring solutions within the budgets
- Organising, initiating and lead brainstorm sessions
- Produce assets including screen designs, content graphics, illustrations
- Mentor and coach other team members
- Track graphics production of projects from conception to completion
- Develop art directions for proposal work as required.

**Clients:** ACC New Zealand, ANZ, ASB, BNZ, Contact Energy, Customs New Zealand, Ducere, Ministry of Health, New Zealand Foreign Affairs & Trade, Kiwi Bank, 100% Pure New Zealand, Rio Tinto, Word Health Organization, Department of Labour, Dimension Data, Number 1 Shoes, Skycity, Wellington Free Ambulance, Statistic New Zealand...

**Digital Agency - NZ**

[www.kineo.co.nz](http://www.kineo.co.nz)

Aug 2011 - Dec 2015

## Managing Director / Creative

BIEF

Creative leadership, idea generation and development, global launch concepts, client management, planning, copy, brand development, storyboarding, video, digital and print campaigns and pitches.

- Managed and been a mentor for 4 team people, with experience hiring
- Led external teams and professionals as fashion designers, photographers, models, interior designers and artists
- Been responsible for the clients culture and quality standards
- Pitched new winning business, as well as developing trusted, strategic client relationships.

**Clients:** Ferrero, Baci&Abbracci, Amore 14 di Federico Moccia, Sirt, Yamaha Italy, KTM Italy, Fastweb, Dopla, Sfogliagel, 2C - To See, GoFox, Rotary of Turin, Comart, Consultman, Turin Olympic Games 2006, Balon, Asti Volley, Lavazza Blue, Turin Observatory, Santero...

**Communication Agency - IT**

Oct 2005 - Mar 2011

## Digital Design Manager

ECCO

Working alongside with Enrico Cerutti, one of the most well-known creative directors of Turin. Responsible for the digital projects, from conception to development.

**Communication Agency - IT**

[www.eccoweb.it](http://www.eccoweb.it)

Mar 2005 - Oct 2005

## Digital Designer

MUST

Working with instructional designers, project managers and others to create graphic designs, web interfaces and flash animations for learners within every business sector.

**Digital Agency - IT**

[www.must.it](http://www.must.it)

Sep 2002 - Mar 2005

## Junior Graphic Designer

ARMANDO TESTA

Learning the basics in one of the best Italian ADV agency, working with seniors in international advertising. Photo retouch, creation of assets, management of image library and other minor graphic works.

**ADV Agency - IT**  
[www.armandotesta.it](http://www.armandotesta.it)

Nov 2001 - Jan 2002

## AWARDS

2017 - Nutratify, International Design Award in the category of Packaging Design  
2017 - Nutratify, Good Design Australia, Nomination in the category of Packaging Design  
2016 - Drug Free Sport NZ, LearnX Impact Awards - Best Deployment of a Hosted LMS  
2016 - Drug Free Sport NZ, LearnX Impact Awards - Best Bespoke Content Category  
2016 - Breaking time, International Design Award in the category of Graphics and Visual Communication Design  
2014 - Kineo & Tourism NZ - Best eLearning Model  
2014 - Kineo & BNZ - Best Learning Program  
2014 - Kineo & Ducere - Best New Technology Implementation

## EDUCATION

Bachelor's degree in Graphic and Virtual Design  
Polytechnic of Turin  
2001 - 2004

High School - Ist. Bodoni  
Design and graphic arts of Turin  
1995 - 2000

## VOLUNTEER EXPERIENCE

### Startup Weekend - Organiser and Design Mentor

2015 to present

Startup Weekends are 54-hour events where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products, and launch startups!

### Venture Up - Design Mentor

2016 to present

The leading entrepreneurship accelerator programme for New Zealand's young aspiring leaders, it is a full time six-week entrepreneurship experience for the most promising young entrepreneurial minded New Zealanders in which they build their own skills through training sessions and leading methodologies being used by entrepreneurs around the world.

### Italian Army - Driver

2000 - 2001

One year in the Alpini Brigade Julia which is a light Infantry brigade of the Italian Army, specializing in Mountain Combat. In 2001, I took part to the Multinational Brigade Southwest in Kosovo - Mission Nato " KFOR - Joint Guardian ", three months of work together with other nations to create a safe and secure environment in Kosovo under the motto, "11 Nations - one mission"!

## ONLINE REFERENCES

**Portfolio**  
[www.maxbessone.com](http://www.maxbessone.com)

**Manifesto**  
[www.maxmatter.com](http://www.maxmatter.com)

**Arts**  
[www.suited.design](http://www.suited.design)

### Other

**Behance**  
[www.behance.net/maxbessone](http://www.behance.net/maxbessone)

**LinkedIn**  
[www.linkedin.com/in/max-bessone-a7610128](http://www.linkedin.com/in/max-bessone-a7610128)