

Max Tanbara

maxtanbara.com • tanbaram@gmail.com • LinkedIn

Experience

Ritual • Product Designer

Mar 2022 – Present

Create design patterns for ritual.com and maintain its internal design system. Manage FullStory analytics, conduct user interviews, and build prototypes using core front-end languages. Work in close partnership with product, engineering, and growth marketing.

Prana • Web Designer

Feb 2018 – Mar 2022

Lead the design efforts for prAna's re-platform, creating the design system and component library. Oversaw routine content updates, seasonal launches, and global style updates on prana.com. Partnered with stakeholders to shape and execute seasonal campaigns, ensuring alignment with brand goals and design standards.

EDCA • Director of Creative Strategy

Jul 2016 – Feb 2018

Sole designer responsible for building and designing the EDCA Shopify site and managing product merchandising. Lead the creation and implementation of all email flows and paid advertising campaigns. Developed end-to-end creative strategies and campaigns for both digital and print, driving growth in the adventure and apparel sectors.

Less + More • Intern

Jun 2016 – Aug 2016

Created brand identities and visual collateral for a range of clients. Updated and expanded the company's online portfolio with new studio photography. Contributed to cohesive design solutions for digital and print applications.

Skills

Tools

Figma, Sketch, Adobe Creative Suite, Fullstory, Lookback, Strella

Technical

HTML, CSS, & JavaScript

Research & Data Analysis

User Research & Testing, Journey Mapping & Persona Development, Qualitative & Quantitative Data Analysis, User Behavior Analytics

Education

San Diego State University

Graduated Dec 2016

Graduated with a BA, focus in Graphic Design