

Maxwell Gilbertson

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952-944-1209

Experience

Blue Cross Blue Shield User Experience Design Intern

Summer 2023 - Eagan, MN

- Lead the re-design and implementation of a new SharePoint site currently used by the CX team at BCBSMN. Collaborated with multiple teams and designers to reduce upscale resource management across functional CX Teams and stakeholders.
- Collected data and research to inform designs and used Figma and other resources to display data with a human centered design approach.
- 6 website variations applying user feedback and data visualization techniques.

GS Compressor Digital Designer

Fall 2022/Summer 2023 - Minneapolis, MN

- Created new designs for brochures, logos, videos, and ads.
- Re-designed website through Go-Daddy to decrease customer service calls.
- Increased site views to 41,557 in less than four months.
- Designed Mailchimp campaigns to promote product and overall design branding.
- 70K+ in sales.

3M Machine Operator

Summer 2021 - Cottage Grove, MN

- Operated tape and process machines using manufacturing knowledge and mechanical skills, improving production.
- Managed complex machinery to produce the quality product.

Skills

Software

Figma
Design Systems
In-Design
Adobe XD
Photoshop

Visual

UX/UI Design
Wireframing
Prototyping
Sketching
Layout

Research

User Research
Usability Testing
Persona
Journey Maps
Speaking

Tools

Time Management
Jira
SquareSpace
HTML/CSS
Java

Education

University of Minnesota Class of 2024

Cumulative GPA, 3.7

BS in Product Design
Minor in Computer Science
Minor in UX Design

Honors

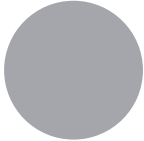
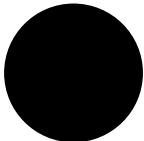
Dean's List (All semesters)
Pell Grant Award
Maroon and Gold Mentorship Program

Style Guide

Headline Fonts

Body

Color Palette



Maxwell Gilbertson

Professional References

Jacob Achtemeier

Sr UX Researcher
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Jim Wilson

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Mollie Wigen

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Sara Pederson

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