

# MAX

## Recommended Student Sessions

### Monday, October 14

12:30–1:00pm Online

**Building Brands: From Brand Strategy to Social Content**

with Rion Harmon, Co-Founder and Creative Director, Day Job

1:00–2:00pm Online In-person

**Creativity Super Session:**

**Motion Design for Graphic Designers**

with Victoria Nece, Principal Product Manager, Motion Graphics at Adobe, Michelle Higa Fox, Group Creative Director, BUCK and Paola Chen Li, Buck

2:00–2:30pm Online In-person

**Upskilling for Today's Job Market with Digital Credentials**

with Brian Johnsrud, Global Head of Education Learning and Advocacy, Adobe

3:15–4:15pm Online In-person

**Unseen to Unforgettable: The Power of Personal Branding**

with luminary speaker Kristy Campbell, Founder of Pink Pony Creative

**Aaron Draplin: Old Dog, New Tricks**

with luminary speaker Aaron Draplin, founder, Draplin Design Co.

5:15–6:15pm Online In-person

**40 Years of Art and Design: Graffiti, Hip-Hop and Fine Art**

with luminary speaker Cey Adams, founding Creative Director at Def Jam Recordings

### Tuesday, October 15

8:00–9:00am Online In-person

**Ideas to Images: A Creative Journey**

with luminary speaker Javier Jaén of Javier Jaén Studio

12:30–1:00pm Online

**Powerhouse Design Trio: Photoshop + Illustrator + InDesign**

with Bart Van de Wiele, Head of Solutions Consulting, Adobe

1:30–2:30pm Online In-person

**Creativity Super Session: Graphic Design**

with Bria Alexander, Sr. Design Program Manager at Adobe, Jesús Ramirez, Graphic Artist at Photoshop Training Channel and Magdiel Lopez, Partner and Creative Director at Artist Uprising

3:00–3:30pm Online

**Beating Algorithms: Social Strategies for Driving Growth**

with Lia Haberman, Founder, ICYMI Newsletter

3:30–4:30pm Online In-person

**Creativity Super Session: Video and AI**

with Brian Sanford and Justin Barnes of Versus, Kylee Pena, Sr. Product Marketing Manager, Pro Editorial at Adobe and Meagan Keane, Director of Product Marketing at Adobe

The MAX logo is rendered in a bold, white, sans-serif font against a vibrant red background. The letters are thick and blocky, with a slight shadow effect that makes them stand out.The text "Recommended Student Sessions" is written in a white, sans-serif font on a red background. The words are stacked vertically, with "Recommended" on the top line and "Student Sessions" on the bottom line. The font is clean and modern.

## Wednesday, October 16

8:15–9:15am In-person

### Future You, Future-Proof:

#### The Creative Playbook for the Next Decade

with Chris Duffey, Strategic Development Manager, AI, Adobe and Anthony Yell, Chief Creative Officer at Razorfish (Publicis Group)

12:30–2:00pm Online In-person

### Elevating Your Social Media Content

with Adobe Express with Andy Lambert, Sr. Product Manager, Adobe Express and Jordan Ellis, Adobe Express Evangelist and Community Advocate at Adobe