

The background of the poster is a vibrant, abstract composition of swirling colors in shades of blue, purple, and pink. A white rectangular frame is centered on the page, containing the main text. At the top of the frame, there is a decorative horizontal band with a repeating pattern of stylized, overlapping shapes in blue and purple. Below this band, the text is arranged in a clean, modern layout.

THE CREATIVITY CONFERENCE

# ADOBE MAX

**LOS ANGELES, CA**

**OCT 18-20 2022**

# TABLE OF CONTENTS

Agenda.....	1
Keynote Speakers.....	2
About the Keynotes.....	3
Featured Sessions.....	4-5
Sponsors.....	6-9

# AGENDA

Tuesday,  
Oct 18

6:30am-8:30pm  
Registration

9-11am  
Opening  
keynote

11am-5pm  
Community  
Pavilion

12:30-6:45pm  
Labs

1-6:15pm  
Sessions

6-8:30pm  
Welcome  
Reception

Wednesday,  
Oct 19

7am-7pm  
Registration

10-11:30am  
Inspiration  
keynote

11:30am-5:30pm  
Community  
Pavilion

8am-5pm  
Labs

8:30am-4:30pm  
Sessions

5:30-7pm  
Sneaks

7-10pm  
MAX Bash

Thursday,  
Oct 20

7am-4pm  
Registration

9:30am-3:30pm  
Community  
Pavilion

8:15am-3pm  
Labs

8:15am-3:30pm  
Sessions

# KEYNOTE SPEAKERS

Bria Alexander



Sr. Design Program Manager & Adobe Sneaks Co-Host, Adobe

Jeff Koons



Artist

Cristina Mittermeier



Photographer, Conservationist, and Biologist

Kevin Hart



Actor, Comedian, Entrepreneur

Scott Belsky



Chief Product Officer and Executive Vice President, Creative Cloud, Adobe

Shantanu Narayen



Chairman and Chief Executive Officer, Adobe

Siân Heder



Academy Award-Winning Writer and Director

Steve Aoki



Grammy-nominated Artist, DJ, Producer

# ABOUT THE KEYNOTES

**Bria Alexander** is a Senior Design Program Manager, Diversity, Equity & Inclusion (DEI) consultant, and an international speaker, facilitator, and interviewer. She currently supports Unified Experience and Brand Experience Programs within Adobe's design organization, where she also leads the San Jose site of the Black Employee network and the Creative Cloud Product Representation and Equality team. With over 10 years of facilitation and hosting experience, Bria has served as the curator and emcee for Adobe's Design Summit, and for Rosenfeld Media's Design Operations Conference.

**Cristina Mittermeier** is the Co-founder and Vision Lead of the conservation society, SeaLegacy; she is a National Geographic contributing photographer, a Sony Artisan of Imagery and the editor of 26 coffee table books on conservation issues. Popular on social media, she is the first female photographer to reach 1M followers on Instagram and was a 2018 National Geographic Adventurer of the Year. She is acknowledged as one of the most Influential Women in Ocean Conservation in 2018 by Ocean Geographic, and The Men's Journal recently named her as one of the 18 Most Adventurous Women in the World.

**Scott Belsky's** primary focus is making Creative Cloud a creativity platform for all. As chief product officer and executive vice president, Creative Cloud, Scott leads product management and engineering for Creative Cloud products and services, Adobe Spark, and Behance, Adobe's community of 10 million creatives. Scott also oversees Adobe's design team responsible for experience design in Creative Cloud and Document Cloud. Scott has been an advisor on design and product management for leading companies and institutions, including Adidas, Pentagram, Pinterest, Procter & Gamble, Facebook, and the United States Government. In 2010, Fast Company included Scott on its list of "100 Most Creative People in Business."

**Siân Heder** is an Academy Award and BAFTA winning writer and director. Her debut feature, TALLULAH, starring Elliot Page and Alison Janney, premiered at the 2016 Sundance Film Festival and was released as a Netflix original. Siân wrote and produced for three seasons of the Netflix series, ORANGE IS THE NEW BLACK and has directed episodes of GLOW, ORANGE IS THE NEW BLACK, THE PATH, and LITTLE AMERICA. Her most recent film, CODA, debuted at the Sundance Film Festival in 2021, where it was the first film in the festival's history to win all four major awards: the Grand Jury Prize, the Audience Award, Best Director and an Ensemble Acting Award. The film sold to Apple for a record breaking \$25 million and was released in August, garnering critical praise.

**Jeff Koons** has received numerous awards and honors in recognition of his cultural achievements. Notably, Koons received the Governor's Awards for the Arts "Distinguished Arts Award" from the Pennsylvania Council on the Art; Président Jacques Chirac promoted Koons to Officier de la légion d'honneur; Secretary of State Hillary Rodham Clinton honored Koons with the State Department's Medal of the Arts for his outstanding commitment to the Art in Embassies Program and international cultural exchange; and Consul General Ragini Gupta presented Koons the U.S. Consulate General's Award for Cultural Diplomacy in Florence.

**Kevin Hart** was born and raised in Philadelphia where he launched his career as a comedian during an amateur night at a local comedy club. Over the years Hart has become Hollywood's box office powerhouse, opening eleven films at number one at the box office and grossing more than in \$4.23 billion global revenue. Hart has also become a successful Entrepreneur; he is Chairman of HARTBEAT; a global, multi-platform media company creating entertainment at the intersection of comedy and culture with a mission to keep the world laughing together.

**Shantanu Narayan** is chairman and chief executive officer of Adobe. As CEO, Shantanu has transformed the company into an industry innovator by pioneering a cloud-based subscription model for its creative suite, establishing the global standard for digital documents, and creating and leading the explosive digital experience category. Under Shantanu's leadership, Adobe has achieved record revenue and industry recognition for its inclusive, innovative, and exceptional workplace, including being continuously named a Great Place to Work and a Most Admired Company by Fortune. Shantanu joined Adobe in 1998 as vice president and general manager of its engineering technology group. He became president and COO in 2005, CEO in 2007, and chairman of the board in 2017. Today, he's driving the company's strategy to unleash creativity for all, accelerate document productivity, and power digital business.

**Steve Aoki** has nearly 3 billion music streams to his name. Billboard described the 2x-GRAMMY-Nominated artist/DJ/producer and Dim Mak Records founder as "one of the most in-demand entertainers in the world." As a solo artist, Aoki boasts a lauded cross-genre discography that includes 7 studio albums and collaborations with Lil Uzi Vert, Maluma, BTS, Linkin Park and Louis Tomlinson amongst others. Steve Aoki is also a fashion designer, author and entrepreneur.

# FEATURED SESSIONS

## Create at the Speed of Thought: When Hardware Meets Software - S6705

Jean-Christophe Hemes, Head of Product and Innovation, MX Series at Logitech, Logitech Inc.

When creativity hits. Feel the moment. Join Jean-Christophe Hemes, head of product and innovation for the MX Series at Logitech, to learn how your tools can unlock your creative potential to work at the speed of thought with Adobe Creative Cloud.

Technical Level: General Audience

Category: Thought Leadership

Track: Creativity and Design in Business, Drawing, Painting, and Illustration, Graphic Design, Video, UI and UX

Audience Types: Art/Creative Director, Business Strategist/Owner, Educator, Front End Developer, Graphic Designer, Motion Designer, Photographer, Post-Production Professional, Print Designer, UI and UX, Web Designer, 3D, Illustrator, Social Media Content Creator, Executive, Marketer

## Reinventing Your In-House Team in a "Post-Pandemic" World - S6153

Paul Nicholson, SVP Production & Technology at Showtime Networks, Showtime

Learn how Showtime Networks reinvented their in-house agency workstreams to evolve into a more creative, nimble, and efficient team with a 360-degree agile approach — all while driving a brand refresh in a rapidly changing industry.

Technical Level: General Audience

Category: Collaborating with Your Team

Track: Creativity and Design in Business, Video

Audience Types: Art/Creative Director, Business Strategist/Owner, Motion Designer, Post-Production Professional, Executive

## What's New in Photoshop - S6305

Joel Baer, Director of Product Management, Photoshop, Adobe

Explore the latest features and updates in the Photoshop ecosystem on both desktop and iPad, and discover how the Photoshop team is innovating to help you work smarter and faster. Join Photoshop Group Product Manager Joel Baer as he takes you through new creative features, workflow improvements, and performance enhancements. You'll be inspired, leaving with new ideas to spark your creativity and techniques to get more work done in less time.

Technical Level: General Audience

Category: How To

Track: Drawing, Painting, and Illustration, Graphic Design, Photography, Video, 3D and AR, UI and UX

Audience Types: Art/Creative Director, Graphic Designer, Motion Designer, Print Designer, UI and UX, Web Designer, 3D, Illustrator

## Getting Analog Looks from Digital Design Tools - S6321

Nathan Goldman, Creative Director, DKNB Daniel Kuhlken, Lead Illustrator, DKNB

Join design duo Dan Kuhlken and Nathan Goldman from LA creative studio DKNB to discover how they use Illustrator and Photoshop together to create designs and illustrations with handmade, vintage, and classic aesthetics.

Technical Level: Intermediate

Category: How To, Inspiration

Track: Drawing, Painting, and Illustration, Graphic Design

Audience Types: Art/Creative Director, Graphic Designer, Print Designer, Illustrator

## Jump-starting Your Video Editing Journey with Premiere Pro - S6610

Valentina Vee, Director, Director and Video Trainer

Whether you're completely new to video editing or transitioning from different software, join director Valentina Vee as she shows you the smoothest way to get up and running with Premiere Pro. No need to be intimidated — everything you need to know will be covered in an easy-to-understand way, with lots of examples and tips to get you up to speed.

Technical Level: Beginner

Category: How To

Track: Video

Audience Types: Art/Creative Director, Educator, Photographer, Post-Production Professional, Social Media Content Creator

## Jump into Lightroom: Essential Editing Techniques and Tips - S6400

Katrin Eismann, Adobe Product Manager, Learning & Inspiration, Adobe

Learn how to simplify and empower your image processing with Photoshop Lightroom. Join photographer, author, and educator Katrin Eismann to see how easy it is to have your images with you all the time, on any device, and even on the web. Take advantage of the processing power that professional photographers use to make their images pop — and learn how to do it with just a few clicks.

Technical Level: Beginner, Intermediate

Category: How To

Track: Photography

Audience Types: Photographer, Social Media Content Creator

## Neuroscience Behind the Emotional Power of Typography - S6706

Marie Boulanger, Brand Designer, Monotype  
Terrance Weinzierl, Creative Type Director, Monotype

Designers all know by now that type is a powerful tool that affects how people feel, but how can they improve their graphic design choices with that understanding? Monotype recently partnered with applied neuroscience company Neurons to put their deepest held beliefs to the test and uncover the power of type. Join this session to learn how typeface choice can boost positive consumer response by up to 13%.

Technical Level: General Audience, Beginner, Intermediate, Advanced

Category: Inspiration

Track: Creativity and Design in Business, Graphic Design

Audience Types: Art/Creative Director, Business Strategist/Owner, Educator, Front End Developer, Graphic Designer, Motion Designer, Post-Production Professional, Print Designer, UI and UX, Web Designer, Executive, Marketer

## Creating Stories for Maximum Impact - S6712

John Canning, Dir Developer Relations - Creators, Advanced Micro Devices, Inc. (AMD)

Hear two creators with vastly different perspectives dive into inspiring stories about how they use Creative Cloud in their story creation process. Find out what polar bears, a classroom of kids wearing VR headsets, ice driving, and motion capture have in common. Join us to gain perspective with a "behind the scenes" conversation.

Technical Level: General Audience, Beginner, Intermediate, Advanced

Category: Inspiration

Track: Creativity and Design in Business

Audience Types: Art/Creative Director, Graphic Designer, Motion Designer, Social Media Content Creator

FEATURED SESSIONS

# DIAMOND SPONSERS

AMD



aws



Meta



TikTok



effect house

PLATINUM SPONSERS

ProArt

Lenovo

logitech

Microsoft

Monotype.

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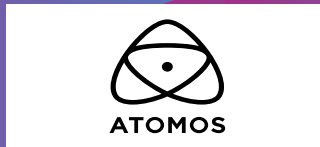
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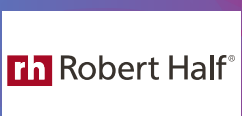
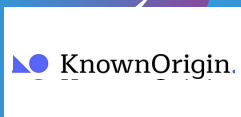
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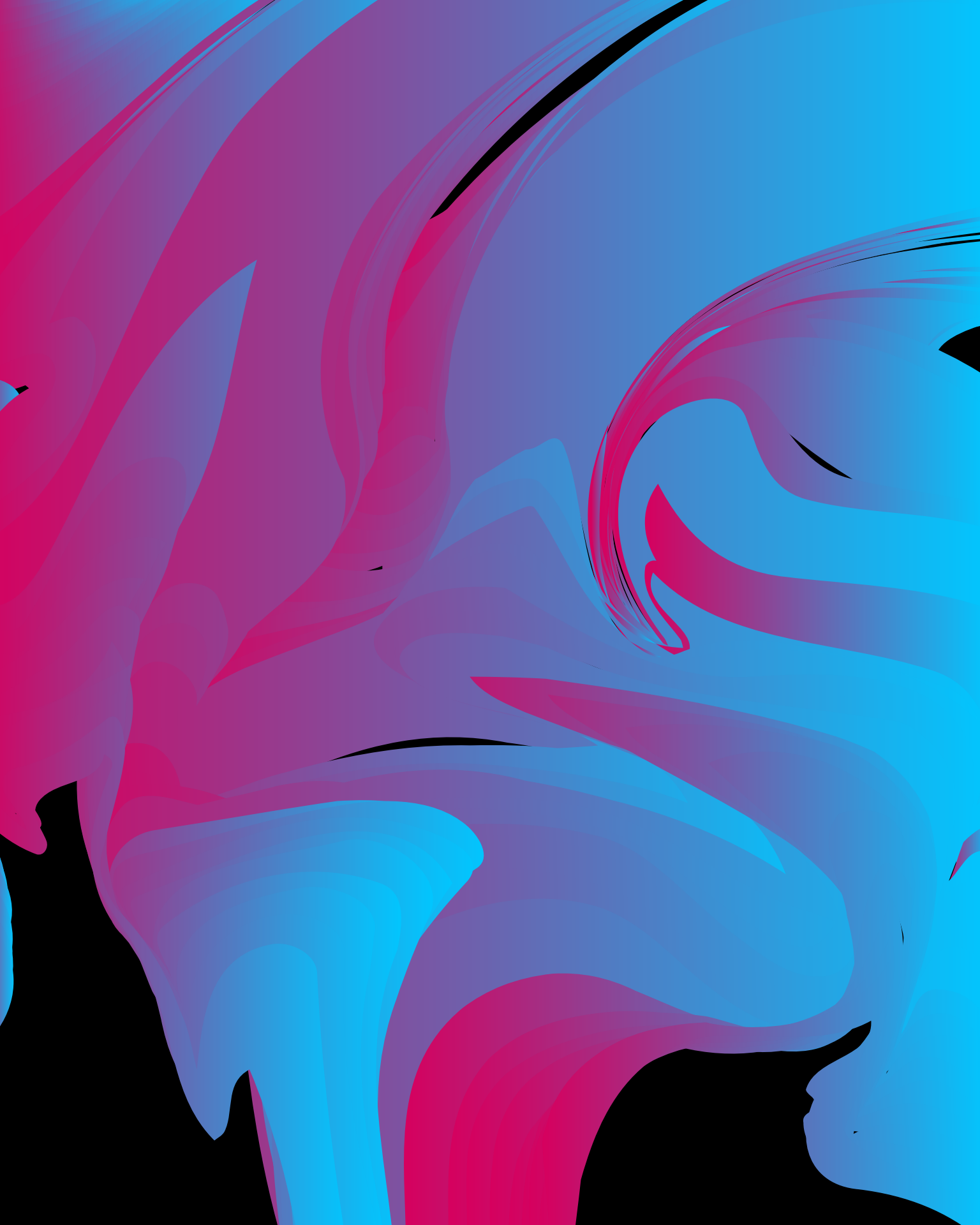
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# GOLD & SILVER SPONSERS





# BRONZE SPONSERS



#AdobeMAX2022

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Tuesday @ 9-11am

Shantanu Narayen

Opening keynote

ADOBE  
MAX



Shantanu Narayen is chairman and chief executive officer of Adobe, one of the largest and most diversified software companies in the world.

Adobe's mission is to change the world through digital experiences, serving a large customer base from students to business communicators to the world's largest enterprises. As CEO, Shantanu has transformed the company into an industry innovator by pioneering a cloud-based subscription model for its creative suite, establishing the global standard for digital documents, and creating and leading the explosive digital experience category. Today, he's driving the company's strategy to unleash creativity for all, accelerate document productivity, and power digital business.



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# ADOBE MAX

Opening Keynote

Shantanu Narayen

Tuesday @ 9-11am

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#AdobeMAX2022



# David Wadhvani

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President, Digital Media Business

Adobe

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Speaker

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1201 South Figueroa Street  
Los Angeles, CA 90015



THE CREATIVITY CONFERENCE



**David Wadhvani**

President, Digital Media Business

Adobe

Speaker

ADOBESYSTEMS

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**MAX**

**2023**

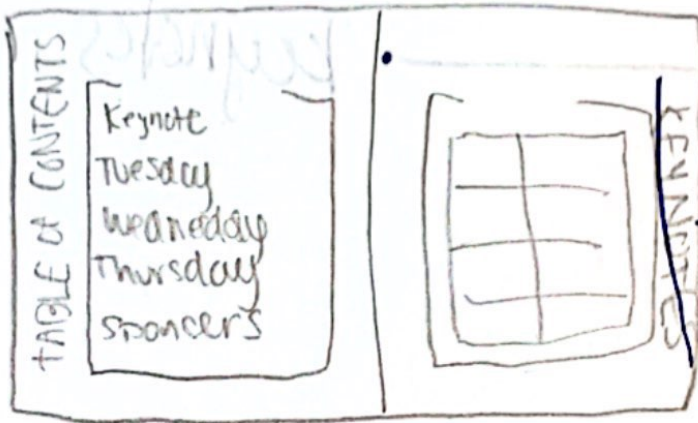
The world's leading creative conference will be back in 2023. Get inspired, learn new skills, and connect with other creatives during three days of sessions and labs, keynotes, Sneaks, and more.

Join us again next year at the Los Angeles Convention Center (LACC)  
1201 South Figueroa Street  
Los Angeles, CA 90015.

Save by registering early. Attendance will be limited and we expect MAX to sell out. Pre-Order tickets [here!](#)







Agenda

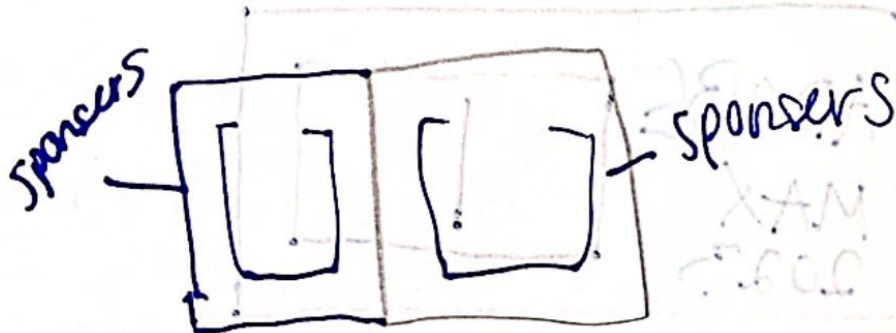
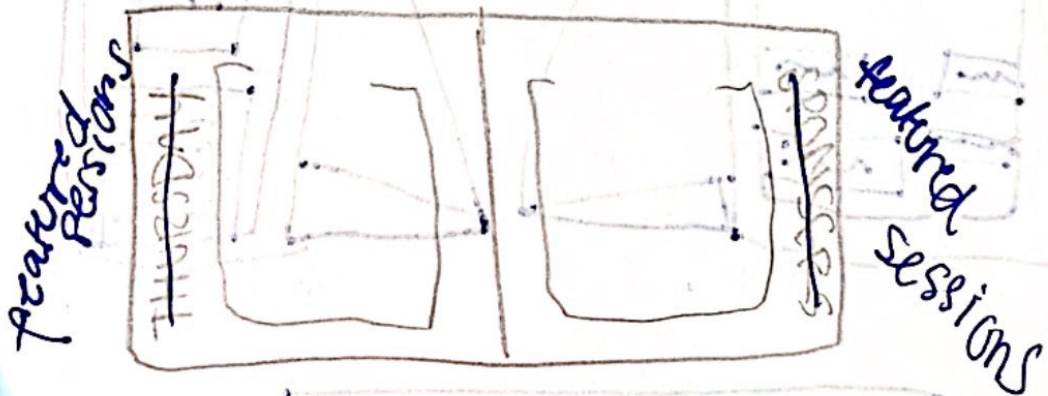
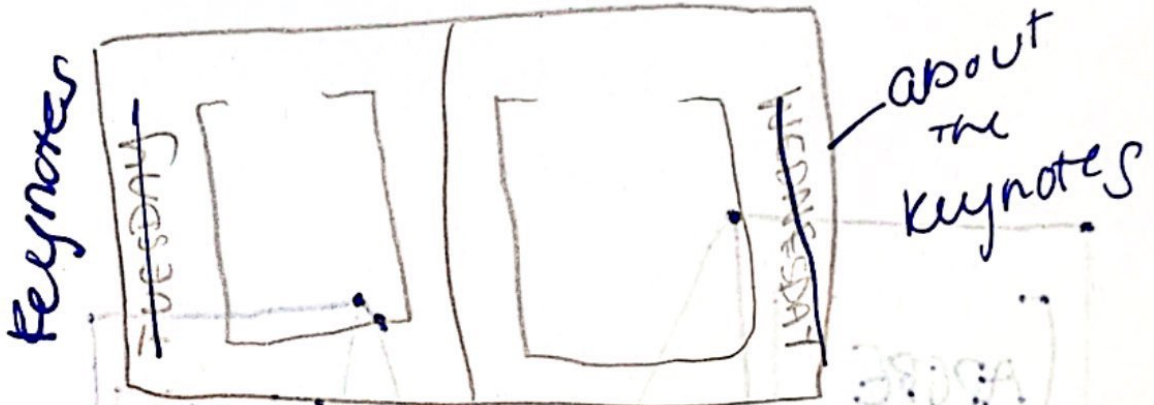
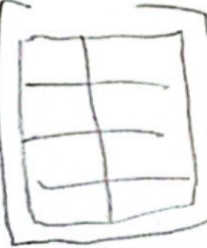
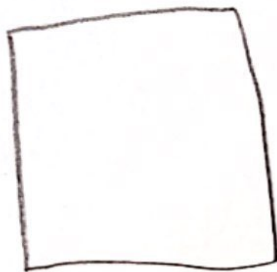
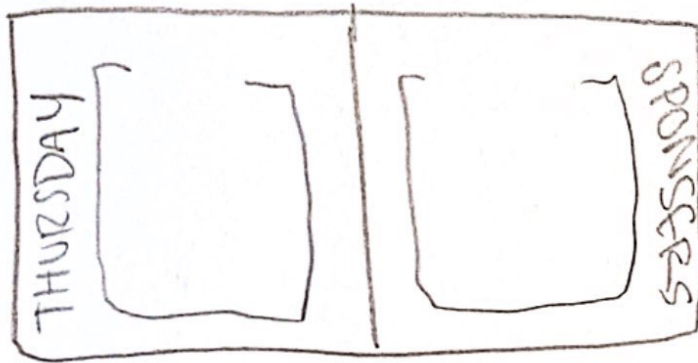
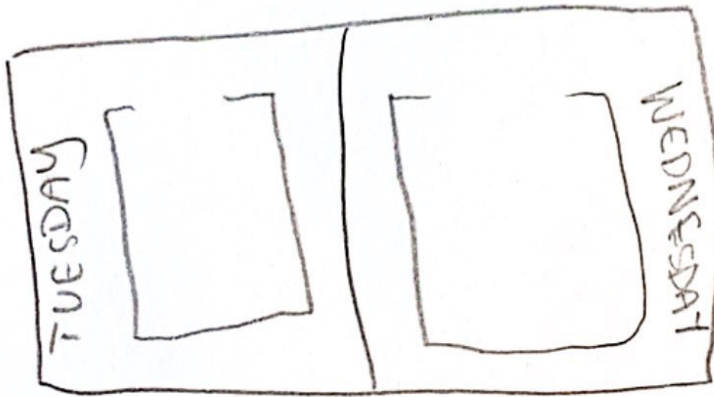




TABLE OF CONTENTS Keynote Tuesday Wednesday Thursday Sponsors	 KEYNOTES
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# ToC

- keynotes
- event schedule
- ~~Featured Speakers~~ ? keynotes
- Featured sessions
- Sponsors

