

Hi, I'm Rachel Gaede

art director & creative technologist

PROFESSIONAL PROFILE

Seeking the position of art director in an environment that is invigorating, growth-oriented, and challenging. I specialize in experiential campaigns and excel in rapid idea generation, creative problem-solving, and integrating emerging technology with branded content.

SKILLS

- Tech integration
- Creative strategy
- Iterative concepting
- Empathetic communication
- Brand development and evolution
- Cross-department collaboration

EXPERTISE

- UX Design Google Certification
- Adobe Creative Suite
- Cinema 4d & Unity
- Spark AR
- Unreal Game Engine
- Figma
- HTML Coding

CONTACT INFO

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EDUCATION

Savannah College of Art & Design

BFA Advertising & Branding | 2018 - 2021

GPA: 3.8 | Summa Cum Laude

CAREER HISTORY

Self Employed

Art Director & Product Designer | 2023 - present

- Partners with independent developer, [Ramik Sadana](#) to conceptualize, build, and launch innovative products
- Manages @gachelraede social channels and brand outreach to produce content for an audience of 330k+
- Offers art direction services to small business clients, creating digital touchpoints that feel harmonious with their brand

Barbarian Group

Art Director & Content Creator | 2022- 2023

- Collaborated directly with ACD and GCD to create compelling visuals rooted in social strategy and insights
- Elevated campaigns by integrating emerging technology into audience-driven brand activations
- Leveraged interdisciplinary expertise in art direction, creative technology, and data analytics to consult for the executive leadership team on new business pitches
- Incorporated a deep understanding of social strategy to create content in-house, and produce viral brand media

Wunderman Thompson CA

Junior Art Director | 2021-2022

- Developed artistic direction for multi-channel campaigns and pitched creative deliverables to executive marketing teams at Snap, Inc.
- Utilized creative technology background to work directly with developers to build sites with powerfully intuitive UI and memorable inclusion of data visualizations
- Selected by Wunderman Thompson's Global Creative Data Group to consult as an art director on specialized projects for the agency's top global clients