

# SCOTT RACHWALSKI

CD / AD / Sr. 3D GENERALIST

## PROFILE

I love making things. I love starting things. I'm ultra-detail oriented but seasoned enough to see the big picture and not get bogged down. I also know you're only as good as the team you're on. I believe that building strong teams start with understanding your own role - As a leader, it's to set others up for success.

My career focus has been engaging with clients to develop creative solutions within commercial advertising; Primarily using design methodologies, storytelling, and various tool sets (CG, Photography, & VFX) to create ads and experiences that engage the audience.

## CONTACT

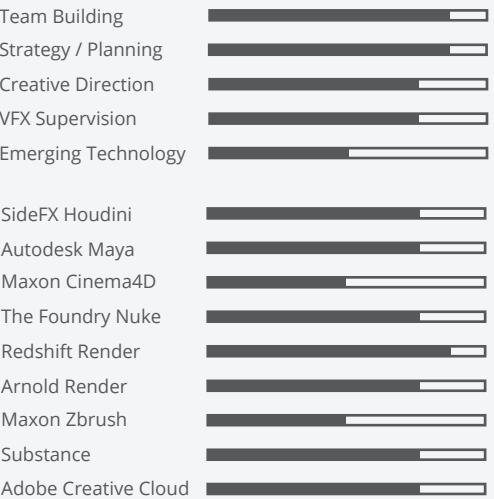
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Chicago, IL

## SKILLS & EXPERTISE



## EXPERIENCE

### Visual Development

Apple, Inc. / Remote / 2022 - 2024

Contract role working with internal teams to concept and solve visual design challenges as well as creative/art direction for internal research and development projects + external facing brand marketing content.

### Content Studio Director

Envoy / Chicago, IL / 2022 - 2022

Built out a road-map for the company to use to recruit, plan infrastructure, and build pipelines to support content production for cg, editorial, and experiential - I worked with studio Leadership, Creative Directors, Producers, IT & TD's to help solve how content is bid and produced while setting the technical approach for producing all content types (2D, 3D, Real-time, Live-Action).

### Art Director | 3D

ATK PLN / Remote / 2021 - 2022

Lead projects with internal and external global teams (CG and Design) to support production while also helping develop workflows, tools, and best practices for internal teams.

### Technical Design Director

Framestore / Chicago, IL / 2020 - 2021

Work with multiple internal and external global teams (CG and Design) to support production across numerous national & regional commercial spots. Contributions include creative direction, leading projects (pitch through completion) as well as CG asset creation (modeling/texturing), lighting, animation, motion design, and VFX.

### Creative Director

Clutch Studios / Chicago, IL / 2017 - 2019

This role placed me where strategy met creative development, design, and technology. My work ranged from developing new content for web /mobile to broadcast and more recently to experiential.

- Launch of studio's first commercial Virtual Reality project.
- Completed major product launches for many of our largest clients.
- Launched new quarterly omni-channel content program for major manufacturer.
- Launched studio's high-res virtual environment services (LiDAR + photogrammetry).

#### Brands:

Harley-Davidson	International® Truck	Navistar, Inc.	Moen
Lowe's	iRobot	Belkin	Wilson

### Head of 3D / CG Creative Director

Clutch Studios / Chicago, IL / 2016 - 2017

While I continued to run CG department and maintain the team and tools that had been assembled, I shifted my focus to more strategic and client focused initiatives.

- Creative direction / client management responsibilities added.
- Innovation - Helped develop and implement new technology and tools for streamlined production and experiential initiatives (automation, virtual reality, and environment scanning).

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## SOCIAL

 **LinkedIn**  
linkedin.com/in/scottrock

## EXPERIENCE CONTINUED...

### CG Supervisor

Clutch Studios / Chicago, IL / 2011 - 2016

- Developed production pipelines for all major projects / initiatives.
- Team Building - In charge of department recruitment. Managed teams ranging from 6-15 members pending department workload. Skill-sets ranged from technical to artistic.
- Innovation - Automation initiatives. Major projects commonly generated 10,000+ deliverable assets per year. Built technical direction team to support production artist's needs.
- Innovation - Developed road-map for future offerings (VR, Digital Scanning, etc.)
- On-set supervisor / location photography for CG integration.

### Freelance 3D / Motion / VFX Artist

Various Agency + Direct to Client / 2004 - 2011

#### Brands:

SC Johnson	Motorola	General Electric	Staples
Jockey	DeVry	NBC (episodic)	Home Depot

### Maya Instructor

Design Engine / Chicago, IL / 2004 - 2005

Taught introductory and intermediate Maya classes to industry professionals. Topics covered included modeling, texturing / UV mapping concepts, rigging, animating, and multi-pass rendering concepts.

## EDUCATION

2000 - 2003      **Bachelor of Science; Audio Engineering**  
*Middle Tennessee State University / Murfreesboro, TN*

## CONTINUING EDUCATION + ORGANIZATIONS

2007 - 2016      **FXPHD Professional Training**  
*Certificate # 5UGKFPELHVDUFUF*

2004 - 2005      **Pixel Corps**  
*Sr. 3D Artist (Modeler) / Organic Effects Team*

## HOBBIES AND INTERESTS



Musician



Photography



Drones  
(Photography)



Visual Effects