

Scott Rachwalski

Creative Director | Art Director | 3D, Motion Design & VFX

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SUMMARY

Creative leader with 15+ years shaping brand experiences through design, storytelling, and technology. Skilled in 3D, VFX, and motion design, with a strong track record in team leadership, studio management, creative strategy, and art direction. Produced content for major brands like Apple, Cadillac, Verizon, Porsche, and Harley-Davidson across advertising, events, and global product launches.

EXPERIENCE

Visual Development | Apple, Inc. (MAGNIT GLOBAL CONTRACTOR)

OCTOBER 2022 – PRESENT | REMOTE

Embedded within Marcom CG Studio and Apple design team to develop motion design art direction for high visibility consumer facing product launches and events (broadcast, web, retail, OOH and streaming) as well as internal R&D.

Content Studio Director | Envoy

MAY 2022 – SEPTEMBER 2022 | Chicago, IL / Hybrid

- Developed roadmap for content studio recruitment, infrastructure planning, and pipeline development strategy for design through delivery content production.
- Collaborated with Leadership, Creative Directors, and Producers to define technical approaches for content production.
- Led the definition of pipelines and worked closely with IT staff and Technical Directors to build necessary infrastructure.

Art Director | ATKPLN

OCTOBER 2021 – APRIL 2022 | REMOTE

- Hired to help develop design studio infrastructure planning and pipeline development strategy.
- Managed and lead global team of artists on product launch campaign for Dell OptiPlex family of product (22 unique pieces of content, 132 total video assets across all distribution channels).

Technical Design Director | Framestore

FEBRUARY 2020 – AUGUST 2021 | Chicago, IL

- Responsibilities included creative, art, and technical direction (pitch through completion) as well as CG asset creation, lighting, animation, motion design, and VFX.
- Worked with multiple internal and external global teams (CG and Design) to support production across numerous high profile national & regional broadcast spots and campaign launches for products.
- Assisted global studio leadership in the development of design studio infrastructure standards and pipeline development strategy related to design & motion design integration into established VFX pipelines.

Clutch Studios

Scaled and led the 3D department at Clutch Studios, initially as Harley-Davidson MarCom group's sole partner for 3D visualization across all channels (print, web, social, retail, games, experiential). Developed production pipelines and managed teams of 6–15, then transitioned into a broader Creative Director role to help the entire studio expand to support new global manufacturers (Navistar/International) and national retailers (Lowe’s, Moen). In this capacity, I drove client engagement, creative direction, and innovation in VR and digital scanning services, and ultimately shaping the studio’s overall creative vision (2011–2019).

Creative Director | Clutch Studios

2017 – 2019 | Chicago, IL

- Led the launch of the studio’s first commercial room-scale VR / live event offering, showcased at trade shows across North America.
- Completed major product launches for Harley-Davidson, Navistar, Inc. and others that involved creative development, on-location shoots across the USA, and full CG production.
- Commercially launched the studio’s high-resolution virtual environment services (LiDAR + photogrammetry) for a major retail client, capturing detailed on-location sets to enable virtual return after wrap — supporting missing product integration and other creative/logistical needs.

Head of 3D / CG Creative Director | Clutch Studios

2016 – 2017 | Chicago, IL

- Expanded role to include Creative Director duties, driving business development and client retention; helped secure multiple major clients while managing relationships through all stages of production.
- Led studio innovation efforts to develop and implement new technology and tools for streamlined production and experiential initiatives (automation, virtual reality, and environment scanning).

CG Supervisor | Clutch Studios

2011 – 2016 | Chicago, IL

- Developed production pipelines for all major projects / initiatives.
- Recruited and managed teams ranging from 6 - 15 members pending department workload seasonally.
- Led Innovation initiatives related to innovation to support high volume content production. Campaign Launch Projects generated 10,000+ deliverable assets per year. Built technical direction team to support production artist’s needs.
- Developed roadmap for future offerings (VR, Digital Scanning, etc.)
- On-set VFX supervisor & location photographer for CG integration.

SKILLS

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|--------------------|----------------------|----------|----------|
| Creative Direction | VFX Supervision | Houdini | Redshift |
| Art Direction | Location Photography | Maya | Vray |
| Concepting | Process Optimization | Cinema4D | Arnold |
| Client Management | | Nuke | Adobe CC |

EDUCATION

Middle Tennessee State University
BS, Audio Engineering
Dual Minor, Multimedia Design & Entertainment Law