

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. Has produced content for major brands like Apple, Dell, Cadillac, Verizon, Porsche, and Harley-Davidson across advertising, events, and global product launches.

EXPERIENCE

Visual Development I Apple, Inc. (Contractor via Magnit Global)

OCTOBER 2022 — SEPTEMBER 2025 / 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 I 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 I ATKPLN

OCTOBER 2021 — APRIL 2022 / Remote

- 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.
- Art Directed product launch campaign for Dell OptiPlex family of products (22 unique pieces of content, 132 total video assets across all distribution channels).

Technical Design Director I 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 studio expand to support new global manufacturers (Navistar, Inc. / 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 project, 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

Creative Direction
Art Direction
Concepting
Client Management

Studio Ops
VFX Supervision
Location Photography
Process Optimization

Houdini
Maya
Cinema4D
Nuke

Redshift
Vray
Arnold
Adobe CC

EDUCATION

Middle Tennessee State University

BS, Audio Engineering

Dual Minor, Multimedia Design & Entertainment Law