

RUSTY GAECHTER

(408) 218-7267

www.rustygaechter.com

rustygaechter@gmail.com

SKILLS

- Visual design
- Custom component and library design
- UX/UI development
- Prototyping
- Animation
- Illustration
- Branding
- Expert level user in Figma, Sketch, Adobe Creative Suite
- Experience using project and bug tracking software

EXPERIENCE

Meta / Tek Systems, Inc.

May 2022 - July 2023

Product Designer - Design Systems

- Designed components, icons, asset libraries for the Reality Labs team
- Built motion studies and interactive prototypes
- Worked with cross-functional teams to build efficient and accurate components
- Provided guidance to product designers to ensure UX/UI is on-brand and user-friendly

Fitbit / Pro Unlimited, Inc.

Dec 2020 - Dec 2022

Visual Designer - Design Systems

- Developed visual design framework, assets and resources for Fitbit's wearable OS and apps
- Created and maintained asset libraries for device product developers and designers
- Produced detailed visual design guidelines and specifications for development and engineering teams
- Led team education on best practices with Figma software

Google / Adecco, Inc.

Aug 2016 - Aug 2018

Senior Production Designer

- Managed asset library for iconography and interface components
- Developed and produced mobile and desktop UI for Google Maps
- Created Illustrations, icons, and various UX/UI elements

Apple / Schawk, Inc.

Feb 2012 - May 2016

Production Designer

- Produced high-resolution UX/UI files for marketing and communications.
- Managed asset library and organization for desktop, mobile and wearable screen assets
- Responsible for mechanical layouts for Apple store signage in the US, Europe, Asia and Australia.
- Design Lead on studio support documentation for Apple stores

RR Donnelley

Feb 2005 - July 2009

Production Designer and Studio Manager

- Designed print and web collateral for Johnson & Johnson's Acuvue Brand
- Managed design, illustration, art direction, design implementation, print production and file archiving
- Produced product photography and renderings
- Met tight deadlines in a fast-paced, high-volume environment

Children's Discovery Museum of San Jose

July 2000 - Dec 2004

Graphics Designer

- Designed print and web collateral for museum exhibits, online education and advertising
- Managed all aspects of print production and distribution
- Handled multiple projects while delivering quality work on time

San Jose Mercury News

May 2000 - July 2000

Design Internship

EDUCATION

Master of Fine Arts in Illustration - Savannah College of Art and Design - Savannah, GA

Bachelor of Science in Graphic Design - San Jose State University - San Jose, CA

EXHIBITIONS & AWARDS

- Solo Exhibition - San Jose State University
- Shrunkenheadman Group Exhibition - San Jose State University
- Society of Illustrators - Illustration West 2010 Certificate of Merit
- Society of Illustrators - Group Exhibition
- Savannah College of Art & Design Graduate Group Exhibition

REFERENCES

- Available upon request