

Rusty Gaechter

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My professional experience includes nearly twenty years of design, production, and managing fast-paced studios as well as working with the top companies in the tech industry. I create a wide variety of imagery such as branding collateral, user-interface graphics, illustrations, product renderings and photography, sales aides, packaging, website design and whatever project I can get my hands on. Spanning a range of clients, I've produced collateral for the pharmaceutical industry, museums, music venues, sports organizations, academic institutions and more.

Experience

Google / Adecco, Inc. 2016 - current

Senior UX/UI Production Designer

- Develops and produces mobile and desktop UI for Google Maps
- Creates Illustrations, icons, and various UI/UX elements
- Manages asset library for iconography and interface components
- Oversees training for new employees and maintains on-boarding documentation

Apple / Schawk, Inc. 2012 - 2016

Production Artist

- Produced high-resolution Photoshop files for marketing and communications.
- Responsible for mechanical layouts for Apple store signage in the US, Europe, Asia and Australia.
- Design Lead on studio support documentation for Apple stores
- Created in-house illustrations and developed work-flow improvements

RR Donnelley & Sons / Baum Printing 2005 - 2009

Acuvue On-Site Art Director / Print Production and Studio Manager

- Designed print and web collateral for Johnson & Johnson's Acuvue Brand
- Handled a variety of tasks; design, illustration, art direction, design implementation, project management, print production and file archiving
- Produced product photography and renderings
- Completed projects meeting tight deadlines in a fast-paced, high-volume environment

Children's Discovery Museum of San Jose 2000 - 2004

Graphic Designer / Production Artist / Project Manager

- Designed company branding, collateral materials, marketing assets, promotional brochures, direct mail and exhibit signage
- Managed a high-volume of all graphics development, design and illustration as well as oversaw all print production and project planning for multiple departments
- Provided support for entire museum's Mac-based hardware and software

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

Technical Skills

- User Experience and User Interface development and design
- Strong typography skills and expert level user in Illustrator, Photoshop, InDesign, Sketch
- File preparation experience with both digital and offset printing processes

Professional Development

- Gallery installation and for London Design Museum Exhibition, 2017
- Illustration published in LDM Exhibition Book, 2017
- "Over the Counter" Gallery Show, June 2011
- Society of Illustrators - Gallery Nucleus
SI-LA Show in Los Angeles, April 2011 and 2012
- Adobe Creative Suite/Macromedia Training, Fall 2000 - Fall 2002