



CAMERON RENNACKER

CO-FOUNDER & HEAD OF CREATIVE | DESIGN INSTRUCTOR

CONTACT & PORTFOLIO

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SUMMARY

Cameron is a design industry leader and educator with 9+ years of experience directing high-performing creative teams to generate strategic marketing solutions, internationally recognized packaging and product designs, effective user experiences, editorial print layouts, and award-winning design solutions for over two dozen multi-million-dollar brands.

SOFTWARE

Figma, Adobe Illustrator, Adobe XD, InDesign, Lightroom, Photoshop, Bridge, Acrobat, Premiere, After Effects, Capture One Pro, Notion, Chat GPT, Final Cut Pro, Word, PowerPoint, Excel, SharePoint, OneNote, Zoom/Teams, Slack, Box, DropBox, Google Drive

SKILLS

Design Leadership, Art Direction, User Experience (UX) Design, Photography, Creative Strategy, Brand Development, Copywriting, B2B Marketing, Print Design, Public Speaking, Presentation



WORK EXPERIENCE

Rennacker Studio 01/2023 – Present

Co-Founder & Head of Creative
Nurture client relationships, maintain over 40 brands, and craft measurable creative solutions for marketing and advertising.

Flatiron School 04/2022 – Present

Product Design Instructor
Create employable designers in an intense bootcamp while maintaining +50% engagement and +80% student satisfaction.

DriveTime 08/2021 – 04/2022

UX & Marketing Manager
Strategize and execute a multi-phased initiative that allows users to purchase a car 100% online within an 8-month project window.

Bryan University 04/2020 – 07/2022

Adjunct Instructor – Graphic & Web Design
Develop an industry-leading associate and bachelor design program, write the curriculum for 12 classes, and teach each class.

New Age Wholesale 05/2020 – 10/2021

Art Director, Photographer, & Marketing Manager
Direct a design team to build a portfolio of supplement brands aimed at growing annual revenue from \$400,000 to \$2 million.

PetSmart 01/2019 – 04/2020

Senior Packaging Designer
Build brands, design systems and consumer-centric packaging strategies for 24+ individual proprietary pet brands.

Yamaha Motors 05/2018 – 01/2019

Senior Graphic Designer
Produce catalogs for over 40 Yamaha Motor products, design packaging, collectible memorabilia, and maintenance manuals.

La-Z-Boy Furniture Galleries 04/2016 – 05/2018

Senior Designer
Manage an interior design team to generate 3D models for clients to visualize everything from a new sofa to a whole-home redesign.



EDUCATION, CERTIFICATIONS, & LICENSES

Master of Science – Graphic Information Technology 01/2023 – 05/2024

Arizona State University – Ira A. Fulton Schools of Engineering

Bachelor of Science – Graphic & Web Design 06/2015 – 12/2018

The Art Institute of California – Orange County

Professional Certificate – Leading & Motivation Issued: 01/2014

Harvard Business Publishing

Licensed – Human Social and Behavioral Researcher Issued: 01/2023

CITI Program Expires: 01/2027

Licensed – Private Career School Teacher Issued: 01/2022

New York State Education Department Expires: 09/2026

Licensed – Qualified Instructor Issued: 01/2022

AL, AK, CO, GA, IN, OK, TX, UT, WA Expires: Variable