

Andrew Rahn

Art Director and Brand Strategist

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AndrewDRahn.com

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EDUCATION

ArtCenter College of Design, Pasadena, CA

09.2023 – 08.2024

Candidate for a Master of Design (MDes) in Brand Design and Strategy

Otis College of Art and Design, Los Angeles, CA

09.2010 – 05.2014

Bachelor of Fine Arts in Digital Media

WORK

Fulltime

Digital Media Management, Los Angeles, CA

10.2023 – 03.2024

Art Director

Managed a four-person design team, developed pitches, and executed organic social media campaigns for Warner Brothers Discovery, Sony, HBO and Netflix, including *Furiosa*, *Wonka*, *Rebel Moon*, *House of The Dragon*, *Vanderpump Rules*, *Stupid Pet Tricks*, and the Columbia 100TH Anniversary.

Jellyfish, Los Angeles, CA

01.2021 – 04.2023

Senior Designer

Led a team of two designers to provide art direction, design, motion, and creative strategy. Key projects included organic social media campaigns of all seasons of Netflix's *Waffles + Mochi*, *Love Is Blind*, Universal Monsters, Disney's *Diary of a Future President*, and US Foods ChefStore.

Workshop Creative, Los Angeles, CA

04.2019 – 02.2020

Motion Designer

I created design, motion, and visual effects for television and movie trailers, and social media campaigns.

The Many, Santa Monica, CA

02.2018 – 10.2018

Motion Designer

Crafted graphic and motion design for the organic social media campaigns of FX's *Trust* and the pre-launch campaign

of *American Horror Story: Apocalypse*. Designed, supervised post-production, and art directed for Walmart's paid social media initiatives.

Vertical Networks, Los Angeles, CA

05.2016 – 11.2016

Motion Designer

Led Designer for the launch of the BROTHER Snapchat Discover channel. Worked with a data scientist to craft evidence-based approaches to design.

Digital Kitchen, Los Angeles, CA

06.2014 – 01.2016

Junior Creative

Created broadcast graphics for AT&T and crafted pitches for Netflix.

Freelance Motion Design

2016 – 2021

Worked for many of the top creative agencies in Los Angeles. Notable projects included serving as lead designer for the 2020 *Streamy Awards* and developing brand guidelines for Hyperloop. Clients included Universal, Netflix, Facebook, Disney, Regal, Toyota, Sony PlayStation, E! Entertainment, and Amazon.

Agencies Included:

Dick Clark Productions, Way To Blue, C2K Communications, NBCUniversal Media, MoCean, Digital Kitchen, Anomaly, Part IV, Loyalkasper

SKILLS

Technical

Strong Working Knowledge in: After Effects, Premiere, Photoshop, Illustrator, Google Slides

Familiar with: InDesign, Cinema 4D

Other

Growing design teams, art direction, on-set post supervision, pitches and deck design, brand and social media strategy, visual toolkit and brand guidelines