



CAMERON RENNACKER

CO-FOUNDER & HEAD OF CREATIVE | ASSISTANT TEACHING PROFESSOR

CONTACT & PORTFOLIO

Address
Goodyear, Arizona 85338

LinkedIn
[linkedin.com/in/crennacker/](https://www.linkedin.com/in/crennacker/)

Portfolio
rennackerstudio.com

SUMMARY

Cameron is a design industry leader and educator with 10+ 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, Creative Direction, User Experience (UX) Design, Photography, Creative Strategy, Brand Development, Copywriting, B2B & B2C Marketing, Print Design, Public Speaking, Presentation



WORK EXPERIENCE

Rennacker Studio 01/2014 – Present

Co-Founder & Head of Creative

Nurture client relationships, maintain over 40 brands, and craft measurable creative solutions for marketing and advertising.

Arizona State University 08/2024 – Present

Assistant Teaching Professor

Educate students in design, technology, and the development of industry-relevant skills for the rapidly evolving tech industry.

Flatiron School 04/2022 – 10/2025

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 – 08/2022

Art Director & 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

Doctor of Philosophy — Human Systems Engineering 08/2025 – 12/2029

Arizona State University — Ira A. Fulton Schools of Engineering

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

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

CITI Program Expires: 01/2027