



Rachel “Runa”

Graphic Designer / Marketing Artist

runarachel@gmail.com • [rachelruna.com/portfolio](https://rachelruna.com/portfolio) • [/in/rachelruna](https://in/rachelruna)

## Skills

Branding • Art Direction • Web Design • Illustration  
Vector Art • Iconography • Typography • Video Editing  
Merchandise Design • Motion Graphics • UI / UX

## Tools

Adobe Photoshop • Adobe Illustrator • Adobe After Effects  
Adobe Premiere Pro • Adobe InDesign • Figma • Blender • JIRA  
Unity • Miro • Google Workspace • Microsoft Office

## Professional Experience

### **Gearbox Publishing | Marketing Designer (2022 - 2024)**

**Featured Titles:** *Remnant II*®, *Hyper Light Breaker*, *Star Trek Online*, *Neverwinter*, *Have a Nice Death*

- Designing high-quality visual assets in both digital and print formats including: game logos, key art cutdowns, box art, 1st party platform assets, event signage, merchandise, packaging, web design components, and UI treatments
- Developing visual brand guidelines such as typography, color, and texture for titles including *Remnant II*® and *Hyper Light Breaker* through creation of style guides
- Determining the best creative executions to meet brand needs, collaborating with brand managers to create assets for social media, 360 digital marketing campaigns, media and partner placements, editorials, takeovers, and more
- Creating art elements for use in motion graphics, animations, trailers, and live streams
- Capturing, selecting, and treating in-game screenshots, 2D stills, 3D image renders, and video

### **Raw Fury | Marketing Creative (2018 - 2022)**

**Featured Titles:** *Sable*, *Call of the Sea*, *Dome Keeper*, *Wolfstride*, *Atomicrops*, *West of Dead*

- Lead development of the Raw Fury visual brand as the company’s 1st graphic designer, creating company branding elements, presentations, templates, swag, illustrations, etc.
- Provided high-volume graphic design for 15+ indie games, with highlights such as on-screen signage for Summer Game Fest, promotional assets for Steam sales, a PC case with NZXT, and a 100+ page artbook
- Ideated and created assets for unique marketing activations such as A/R filters for Instagram and Facebook, an avatar creator with 70+ different options, and animated stickers with 4M+ views on GIPHY
- Organized, archived, and managed a library of 10000+ assets

### **LanDiego | Marketing Coordinator (2016 - 2017)**

**Tournaments:** *League of Legends*, *Overwatch*, *Hearthstone*, *Street Fighter V*, *Rocket League*

- Spearheaded the organization of collegiate esports events with an attendance of ~500 gamers, increasing ticket sales by 12.5% and collaborating with brands such as Corsair, MSI, and HyperX

## Education

**University of California, Los Angeles | Certificate, Design Communication Arts (2023-2025)**

**San Diego State University | Bachelor of Science, Marketing (2014-2016)**